

JAN 1941

# The American Perfumer and ESSENTIAL OIL REVIEW

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ROBBINS PUBLISHING  
COMPANY, INC.  
9 E. 38th St.  
New York, N. Y.

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Publication Offices: 56th and  
Chestnut Streets, Philadelphia, Pa.,  
U. S. A. Editorial and Executive  
Offices: 9 East 38th Street, New  
York. Telephone: CAledonia 5-  
9770; Cables: Robinpub, New  
York; Codes ABC 5th Edition. Sub-  
scription rates payable in ad-  
vance: United States \$3.00 a year;  
Canada \$3.00 a year; Foreign  
\$4.00 a year. Single copies 30c.  
Volume Forty-two: Number One.

# the American Perfumer and ESSENTIAL OIL REVIEW

C O S M E T I C S · S O A P S · F L A V O R S

EST. 1906

WILLIAM LAMBERT  
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## The Modern Alchemist

To that Prince of Perfumers,  
who shall be Unnamed

How can I ever tell you of that city,  
The swaying minarets and marble towers,  
Rose of the dawn over the silver mountains,  
The jasmin-scented hours ;  
How can I ever tell you of the craft  
That lay at anchor, spice and ivory laden,  
The river winding out beyond the town,  
The slim brown maiden,  
A jewelled prince's daughter,  
Standing serenely idle by green water,  
Where lizards glide beneath o'erhanging trees  
And mirrored lie the mighty palaces. . . .

I cannot tell, I cannot even know  
The vivid ardours of that Long Ago,  
Nor can I now or ever realise  
The substance of those shadowy ecstasies :  
Palmyras black as jet  
In slender silhouette,  
The murmurous lagoon and opalescent skies—  
But only when, white-coated alchemist,  
You lift mysterious bottles from the shelves,  
And resins, attars whisper to themselves  
The secret of the path that we have missed.  
The little, plaintive Coromandel tunes,  
The chilly dawns and lazy afternoons  
Come back so poignant-clearly to the brain  
When you revive again  
The fragrant bitterness of labdanum,  
The bitter-sweet of styrax, mastic, myrrh,  
Benzoin, olibanum,  
The oriental smell of vetiver,  
Vanilla beans and sandalwood,  
Patchouli and cedarwood,  
And all those subtle spices that confer  
A strange enchantment on the awaiting air :  
Pimento, coriander, cardamon,  
Caraway, cinnamon ;  
The more than honeyed sweetness of ylang  
That blossoms yellow in the Philippines,  
The mellow clarity of tangerines,  
Orange and lemon, bergamot and bay. . . .

All these, the perfumes of a vanished day,  
The echo of a song the sirens sang  
Far off and long ago,  
The ghosts of flowers and trees that they outlast,  
Can yet revive the mountains and the meadows  
That dimly now in memory we know—  
When, blended by your tireless alchemy,  
They stand for all to see :  
A flask of essence gleaming in the shadows,  
Image-evoking, redolent of the past.

F. V. WELLS.

# Neroli

## SYNTHETIC

by  
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One of the early domestic ventures—harvesting sweet basil in Virginia

## GROWING PLANTS FOR ESSENTIAL OILS

*What is being done by Wendell Willkie's brother, Nelson Rockefeller, W. P. A. and others to expand the essential oil industry in the U. S., Central and South America*

by ARNOLD KRUCKMAN, *Washington Correspondent*

FROM New Hampshire's rocky hills to Brazil's hot jungles—and as far west as the Pacific Coast, Hawaii, and the Philippines—Americans are actively working to take over the world's business of growing aromatic plants to extract essential oils. The people engaged in the effort range from WPA farmers to distinguished scientists, and they are impelled to act by interests as diverse as the federal government, state governments, whisky distilleries and the National Farm Chemurgic Council. The chief urge at this time comes from the National Farm Chemurgic Council and from Herman F. Willkie, brother of Wendell Willkie, and from several whisky distilleries.

The situation—the war—that threatens the normal sources of supply brings all these complex influences into play. The movement to transfer the industry from Europe, Asia and elsewhere to the American hemisphere is rather confused and scattered and disorganized, but the forces are so potent, and the idea fits so well into the socio-economic and defense objectives of the federal government that something is bound to come of it.

It is curious that at this stage of the proceedings

the chief drive comes from Herman F. Willkie, vice-president of Joseph E. Seagrams and Sons at Louisville, Ky., and from the National Farm Chemurgic Council. Mr. Willkie and the Council seem to have correlated their efforts. Willkie and Paul J. Kolachov, director of research of the Seagram organization, have made a series of studies on the domestic production of essential oils from aromatic plants. Their findings have been published in a 77-page bulletin by the Council. These studies particularly set forth the results of several years of observations of the growth of coriander, caraway, anise, fennel, angelica, and licorice; and investigations into the processing of the plants. It is especially interesting to learn that they are now preparing to make similar studies of the whole field of aromatic plants from which oil is extracted for use in perfumes, cosmetics, soaps and flavors.

### SURVEY OF PLANT GROWERS BEING MADE

The National Farm Chemurgic Council already has launched a survey among the industries which use the products, and at the same time is making a survey of the whole field of potential growers of

plants which may be used to yield oil for perfume and cosmetics. The initial effort is devoted to an attempt to determine what quantity of flowers and plants are lost at the point of distribution, at the places where they are grown or at greenhouses. The Council is proceeding on the theory that there is a tremendous loss due to the lack of demand for this surplus of flowers and plants, and that proper assembly might create a great reservoir of supply. It is trying to discover whether the growing centers are too widely scattered, and whether it is economic to ship them to several main centers for processing. The Council is trying to determine if it may be possible to create these large centers for the extraction of oil.

The present conclusion seems to be that there is

little definite information of a positive nature, and that much investigation of domestic problems is necessary to secure practical data for commercial purposes. The Council has enlisted the help of scientists teaching in colleges and universities. These school people, professors and students, go into many places, particularly into remote spots to find plants, and observe the growth of aromatic plants under different topographical, geographical and climatic conditions.

The production of aromatic plants for essential oils apparently challenges the interest of a number of large distilleries in the United States. Shenleys particularly is mentioned in addition to Seagrams. But, of course, Mr. Willkie and his associates have done the most extensive and valuable work. In the

United States imports for consumption of specified commodities, 1937-1939 and January-October 1940.

COMMODITY	1937		1938		1939		1940 <sup>1</sup> (January-October)	
	QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
	(Pounds)		(Pounds)		(Pounds)		(Pounds)	
Essential or distilled oils not containing alcohol:								
Dutiable (Par. 58)								
Lemon	88,619	\$233,272	96,861	\$253,202	146,235	\$296,014	80,600	\$197,059
Terpeneless lemon	427	5,490	342	5,193	1,184	15,988	1,542	19,722
Orange (include mandarin)	204,616	250,898	193,046	167,998	237,289	172,408	164,353	104,263
Terpeneless orange (include mandarin)	788	36,495	468	17,383	662	20,517	290	6,583
Sandalwood	4,939	17,531	3,188	11,883	6,622	29,798	3,025	9,544
Camphor oil (specific gravity 1.07)	50,503	12,627	31,200	8,288	117,577	30,238	63,315	20,062
Cajuput	12,853	4,209	10,670	3,542	25,930	7,156	14,448	5,004
Clove	38,151	25,674	109,671	58,974	168,032	71,525	228,575	96,392
Eucalyptus	576,249	155,862	446,518	108,855	522,527	135,205	531,102	168,968
Fennel	235	149	52	27	265	212	6,525	6,852
Grapefruit (including terpeneless)	40	76						
Ho oil	34,660	12,257	41,098	34,660	54,939	50,623	95,560	109,450
Juniper	1,830	974	4,505	4,527	4,648	5,024	2,842	5,249
Orris	263	9,053	263	9,139	448	17,680	465	19,274
Peppermint	1,005	6,646	5,466	12,422	51,460	80,642	66,905	110,067
Commint	9,000	9,817	1,620	1,433	4,680	4,418	5,460	4,822
Pine needle	61,270	43,292	65,894	49,293	116,734	92,707	133,221	105,590
Rosewood								
Artificial sassafras	694,765	158,766	1,167,457	288,979	867,398	221,964	374,588	116,794
Vetivert	16,038	57,792	6,086	25,357	18,206	49,127	24,863	65,531
Oils, n.s.p.f.	164,887	278,334	124,597	218,428	296,962	371,947	175,135	314,099
Free (Par. 1731)								
Cassia	249,530	165,180	170,413	117,835	215,336	127,711	250,753	198,423
Cinnamon	232,740	191,923	234,461	131,789	228,222	120,098	184,411	104,506
Geranium	133,939	464,118	147,320	361,730	227,479	472,887	160,732	316,358
Rose, or otto of roses	36,512 (oz.)	269,982	27,964 (oz.)	172,350	66,551 (oz.)	411,903	39,171 (oz.)	241,714
Bergamot	87,315	281,862	90,664	326,837	211,181	713,095	84,562	397,430
Citronella	1,627,980	493,017	2,009,840	614,150	2,744,140	655,953	2,534,178	626,294
Lemongrass	353,616	125,443	327,661	107,702	530,746	171,203	278,894	143,826
Lavender	138,692	425,805	99,389	221,036	325,931	573,253	103,461	242,789
Spike lavender	122,640	87,756	14,035	18,424	87,492	110,011	83,823	98,003
Lime	118,258	610,541	69,892	325,696	134,320	404,735	110,610	410,721
Almond, bitter	20,322	33,692	22,950	32,661	20,739	27,687	5,519	6,983
Anise	292,886	180,426	314,624	215,570	352,712	206,017	282,524	165,499
Camphor	1,421,680	170,216	710,784	85,713	285,651	41,815	735,789	122,607
Caraway	11,498	18,792	8,676	12,272	20,318	31,223	17,505	37,527
Cananga or ylang-ylang	58,742	101,972	48,252	64,571	72,717	92,767	49,854	77,524
Linaloe or bois de rose	202,466	240,419	173,547	203,261	254,131	298,589	289,725	341,236
Orange flower or neroli	1,545	66,624	1,056	73,142	1,741	109,518	1,735	78,457
Origanum	73,439	56,378	7,234	5,237	23,924	20,165	19,019	11,957
Palmarosa	11,681	22,145	4,700	7,285	14,571	23,945	16,233	25,843
Petitgrain	81,606	72,457	93,879	74,896	150,308	111,589	204,382	216,879
Rosemary	123,545	55,803	66,009	36,004	76,256	34,848	287,322	130,371
Thyme	2,110	3,195	1,625	2,509	11,464	11,653	15,606	19,887
Perfume materials, not marketable as perfumery, cosmetics, or toilet preparations and not containing more than 10% of alcohol (Par. 60):								
Not mixed or compounded:								
Ambergris	39	4,775	79	8,251	184	10,769	22	1,996
Anethol, citral heliotropin (except from coal-tar), ionone								
rhodinol	1,254	5,231	740	4,587	2,351	11,002	1,374	4,265
Geraniol	8,917	10,061	5,286	4,814	6,037	7,026	2,550	3,451
Castoreum	330 (oz.)	262	118 (oz.)	151	368 (oz.)	528	11,779 (oz.)	3,777
Civet	5,592 (oz.)	19,922	4,895 (oz.)	17,804	10,032 (oz.)	31,824	5,223 (oz.)	22,764
Musk in grain or pods	439	53,543	324	40,029	317	27,796	211	32,761
Safrol	24,975	7,083	23,225	7,346	9,700	2,806	17,200	7,858
Terpineol	127	41	1,602	501	1,191	620	3,749	1,674
Hydroxycitronellal	20,290	34,406	10,996	17,620	15,589	22,293	8,509	14,271
Linalyl acetate	65,962	42,468	76,432	56,419	101,880	82,588	25,088	25,896
All natural or synthetic odoriferous or aromatic chemicals, n.s.p.f.	50,024	133,922	27,866	115,580	50,238	169,039	19,445	126,545
All mixtures containing essential or distilled oils, or natural or synthetic odoriferous or aromatic substances	94,490	718,289	77,399	539,862	121,031	754,038	88,763	573,166

<sup>1</sup> Preliminary.

Source: Compiled by the Tariff Commission from official statistics of the U. S. Department of Commerce.

bulletin of their findings they point out that only three of a hundred known aromatic plants used in commerce are commercially cultivated to any extent in the United States: mint, wintergreen and citrus fruits. They remark:

"The economic possibilities are encouraging since soil and climatic conditions in the United States admit the cultivation of aromatic plants over wide areas with a promise of high profit; no elaborate equipment is required; the standard agricultural implements are applicable; the acre yield would give a higher profit than any other crops in the United States; an average crop of six varieties to meet present demands comprises 100,000 acres, which is by no means an inconsiderable agricultural area, especially where the problem of overproduction in staple crops must be met; and the cost of production is cheap, in comparison with the price received for the seeds and roots and the present marketability of the oil.

"The cultivation of aromatic plants and the production of essential oils in this country present an open field, and if farmers would attempt to grow these plants, there is no doubt but that they would be greatly recompensed. The authors have grown plants experimentally and have met with much success.

"In these studies the authors have presented data from the cultivation standpoint; included the various uses of seeds, roots, oils; presented data from the engineering aspects, from quality tests, and last, from laboratory assays."

#### EXISTING SURVEYS UNSATISFACTORY

In surveying the annual consumption for the last five years, they found no reliable data on the domestic production; only import statistics. In passing, it is interesting to note that authentic government sources in Washington agree with this implied criticism. They will tell you, off the record, that existing surveys are unsatisfactory, and that data are insufficient for broad practical purposes. There is no doubt, however, that the present widespread interest among various government agencies will remedy the shortcomings.

After investigation abroad, Mr. Willkie declares that raw materials for essential oils from abroad are inferior in quality to what we may produce here, if the industry is given proper attention and control. "The production in Europe is not controlled, the source of supply is not identical, and many times shipments are adulterated. In addition, distributors of these raw materials in this country are without means of control over the products because they lack definite specifications for the individual commodities." After an outline of conditions in Europe, Willkie declares: "We are convinced conditions in the United States are quite satisfactory for domestic production."

#### CORIANDER FIRST IN STUDY

Coriander is listed first in the study. Easily cultivated in black or rich limy soil, flourishing in sunny locations, it is *fine to follow wheat and rye crops*.



Herman F. Willkie believes conditions in United States are quite satisfactory for the production of essential oils.

The italics are ours. The significance lies in the fact that there is a large abandonment of wheat acreage in 22 states. Texas with 37 per cent of its wheat land withdrawn from production, Kansas with 40 per cent, Oklahoma with 24 per cent, are typical of Arkansas, California, Tennessee, Kentucky, Maryland, Oregon, West Virginia, Illinois, Iowa, Missouri, Nebraska, Ohio, New Mexico, Virginia, Washington, and others, which receive large government subsidies to grow grasses or legumes instead of wheat. The soil experts declare the aromatic plants, aside from being profitable, are ideal soil restoratives.

Coriander, reports Mr. Willkie, is moved by the combine and threshed by the usual machines. The yield is from 750 pounds to 2,200 pounds seed to the acre. The experimental fields were cultivated in Jefferson county, Kentucky; in Pewee Valley, Kentucky; and in Hamilton county, Ohio. They used seeds grown in Russia, Hungary, Kentucky, Morocco. Elaborate laboratory tests conducted by Dr. E. H. Scofield revealed that the Kentucky seeds produced essential oils that were far more appealing to laymen in their fragrance.

#### CARAWAY, FENNEL AND ANGELICA

Caraway, generally planted with coriander, was found to grow particularly well in damp flat ground, and was not affected by cold, and gave a yield of 900 to 1,100 pounds of seed to the acre, with an oil content ranging from three per cent to seven per cent. After the oil was extracted there was a commercially valuable residue of butterfat and of pulp useful for various feeds. Aniseed was found to thrive well in black, limy soil, with humus, and flourished particularly in a dry, warm climate. Harvested like coriander, it yielded 1,200 to 2,400 pounds seed per acre. Fennel, also grown in black sandy clay soils, well-drained, gave its best yields in





Field of lavender, six months' old, in state of Washington



Two views of the same field one year later; five rows of machine-cut plants in second picture are younger plantings

sunny climates, running from 1,000 to 1,400 pounds seed per acre. Angelica, the aromatic root, gave a crop of 900 to 1,300 pounds of root to the acre. Licorice, usually supposed to be particularly identified with Louisiana and southern California, was found to do well in the experimental fields.

Mr. Willkie records the conclusion that the best soil for all aromatic plants generally is found in flat country with small hills. This topography makes mechanical harvesting easier. Mr. Willkie finds that aromatic plants have many identical qualities and similar properties that make cultivation processes similar. The "All-Crop Harvester" is used on practically all plants. The amount of oil extracted from seeds depends to a large extent upon the time of the day the plant is harvested. Raw materials were preserved best when stored in dry, dark warehouses,

with low temperature and good ventilation. Best results were obtained in Seagrams air-conditioned warehouses with a constant humidity of 65 per cent and 45° temperature.

The bulletin makes some interesting economic comparisons. It costs an average of \$15 an acre to produce corn, including all expenses for seed, labor, power, fertilizer, and other costs; and it costs \$20 an acre, with all expenses, including extra weeding, to produce an acre of aromatic plants. The average return from an acre of corn is the equivalent of 50 bushels or 2,300 pounds; aromatic plants produce 1,000 pounds of seed. The corn farmer receives an average gross income of \$25 per acre, which leaves him a net of \$10. At an average of eight cents a pound, the aromatic plant farmer with 1,000 pounds of seed receives a gross return of \$80 per acre, or a net of \$60. The corn example is particularly interesting because somewhere in the neighborhood of 20,000,000 acres of corn lands have been restricted from cultivation by the subsidies paid by the federal government to farmers in 623 counties located in 15 states, who are limited to using a total of 88,000,000 acres. The balance of the soil is to be planted in certain crops that will conserve the land.

#### LABOR AVAILABLE IN THE U. S.

The Agricultural Adjustment Administration is keenly interested in the aromatic plant crop because it will serve as a soil conservator and will initiate a new agricultural resource. The investigations now underway also include an inquiry into the possibility of making aromatic plant growing a special interest of the boys and girls of the 4-H Clubs, CCC workers, and National Youth Administration clients. They represent the type of labor which it is assumed will fit the experimental stages of the undertaking from the economic standpoint.

The Willkie study also points out that it costs \$15 to cultivate and grow the average acre of cotton. It produces 250 pounds which bring eight cents a pound. With a return of \$20 gross per acre the net obviously is \$5. The government agricultural authorities repeatedly tell us that there are 3,000,000 families on the farms who confront a depressingly bleak future, who live at subnormal levels because their incomes have been bad, and they have no promise of improvement despite the war prosperity. A large proportion of these families live on cotton lands, and on lands in contiguous areas. They must find things to grow to earn enough to lift themselves past the absolute margin of a precarious existence. This condition has caused the Agricultural Adjustment people, and the Farm Security people, and other leaders responsible for the welfare of the farmers, to seize eagerly the Willkie report as a basis for an effort to bring in new and more profitable crops.

#### AROMATIC PLANT CROPS FOR SMALL FARMS

The Willkie report emphasizes that aromatic plant crops are adapted to small farms, and that aromatic plant crops may be planted to obtain the variation sought by the government to avoid the over-

production which follows the single crop. Varied crops also are insurance against total crop failure. Multiplication of variety insures some yields. The Willkie recommendation that farms growing aromatic plants should be run cooperatively to interchange movable implements and other facilities has made a deep impression upon government people. It will enable them to provide the administrative control which they deem necessary.

The people in Washington are also impressed by the map which shows that the aromatic plants covered in the Willkie report may be grown in all states except Idaho, New Mexico, Vermont, Maine, Massachusetts, Connecticut, Delaware, and Rhode Island. It is assumed that many other species of aromatic plants may be grown in the states omitted by the Willkie survey. WPA projects have already demonstrated elsewhere that many other plants may be grown with commercial profit.

#### **NEW HAMPSHIRE GROWING LAVENDER, ETC.**

The major WPA project has been developing in New Hampshire the past five years. It is under the direction of Forrest L. Kibbee, with headquarters at Durham. They have been growing lavender, rosemary, thyme, sweet marjoram, sweet basil, pyrethrum, rue, lemon balm, digitalis, peppermint, wormwood, catnip, horehound, chives, tarragon, hyssop, stramonium, grindella, dill, valerian, elecampane, wormseed, applemint, borage, henbane, chicory, ephedra, tansy, and wild celery. During the past year, as an incidental business, 82 persons—30 women and 52 men—have raised almost a hundred thousand plants of commercial value. They were located in Alstead, Monroe, Laconia, Litchfield, Northwood, Narrow, Rochester, Newport, Charleston, Hocksett, West Claremont, Plaistow, Northwood Ridge, Exeter, Hudson, Portsmouth, Boscawen, Goffstown, Barrington, Chichester, Merrimack, Northwood Center, East Concord, Stratham, Peterborough, Camptown, Jeffrey, Loudon, Franklin, Tamworth, Hollis, Stafford Bow Lake, Plymouth, Dover, all in New Hampshire; and West Medford and Marblehead, Mass. One woman sent her plants from Ft. Washington, Pa. Garden clubs and students at colleges and universities also contributed plants. The students raised their plants both for the sake of the experiments and to earn money to contribute to their support. At Durham and elsewhere, plants are grown in hot beds and cold frames. Agricultural authorities report that plants grown in New Hampshire and contiguous territory have a higher oil content than usual. Pyrethrum grows more luxuriantly in New Hampshire and has more commercial value than the commodity imported from Japan, according to Andrew L. Felker, New Hampshire Agricultural Commissioner. Mr. Felker reports that the project has proved itself abundantly, and has been very effective in spurring New Hampshire farmers to launching novel crops for added farm income.

The WPA also is interested in the activity in Maine by which balsam-needle oil is being made in homes in the lumber and farm area. They use 150

pounds of needles and twigs to make a pound of oil. Ensilage cutters are used to chop twigs. The oil is produced cooperatively by farmers and lumbermen. It is reported the oil has been found to be a very effective substitute for Siberian pine-needle oil.

#### **CALIFORNIA TO STIMULATE FLOWER GROWING**

In California, various state agencies are active in promoting the development of aromatic plant growing. The California legislature has on its calendar a bill, SB80, which is designed to stimulate the production of plants for the perfume, drug and resin industries. It is based upon a plan to use the one-quarter acre fraction as a unit for original experimental production. Women's garden clubs, 4-H clubs, boys and girls farm clubs and established farmers are to be enlisted for the program. The drive is conducted by Dr. Monroe C. Kidder, soil economist, of Los Angeles. He has asked the legislature to appropriate a substantial sum to provide the seeds and the plants and the technical advisors to train the growers in raising the novel crops. Kidder expects to put 25,000 California families to work raising aromatic plants. On his list are geraniums, lemongrass, bergamot, mint, lavender, salvia, gardenia, jasmines, tuberose, roses, violets, pyrethrum, vetiver, and other plants. Kidder claims the California enterprise will require the use of 1-200,000 acres. He thinks oil extracting units may be built and operated cooperatively; and that experts in the art of growing the plants now considered homogenous to Southern France, Italy, Spain, and India and Africa, may be brought to the United States to train the Californians and people in other states to grow the aromatic plants. Dr. Kidder believes that California, like other states, has a great reservoir of labor that may be employed at wages in keeping with the economy of the industry; and that farm labor may be used profitably if some of the growing enterprises are created as incidental to other major activities. He points out that on farms in every part of the country there are periods when time is wasted, and he believes this waste time can be focussed profitably on the aromatic plant industry. Commercial growing of various aromatic plants is now in progress at San Diego, San Jose, Calipatria, at Torrey Pines, Tustin, in the Mohave Valley, in the Sacramento Valley, in the Antelope Valley, in San Fernando Valley, and in San Joaquin Valley. A survey of the aromatic plants grown in California and Lower California (Mexico) has just been completed. There is the usual California promotional stage about the movement that appears to indicate that the interest in aromatic plants is being used by some real estate people to sell small acreage. There are some extravagant comparisons between the earning power of aromatic plant crops and crops of alfalfa, grain, poultry, garden truck and similar staples. Several state relief organizations have utilized the industry to put their clients to productive work. The U. S. Department of Agriculture has opened a regional laboratory at Albany, Calif., whose experts are engaged in studying the economics of raising and processing aromatic plants.

Louisiana has one of the most successful aromatic plant businesses in the United States. Vetiver has been a popular plant in the gulf states since long before the days of the Civil War. It was raised in the home gardens of most families and its products were used in some form or other by all women. Louisiana now has a commercial grower who raised 50,000 vetiver plants on seven acres in 1939 and earned \$5,000 net. The federal government reports that there is so much demand for his products that New York importers have arranged to purchase several carloads annually. One of the foremost farm machinery manufacturers is now building for the Louisiana planter a new tractor-plow which will dig up the plants without injuring the roots. They call the product Khus-Khus in Louisiana, and this single success has given great impetus to WPA enterprises engaged in the growth of various warm-climate aromatic plants. They are working with geraniums, roses, lavender, rosemary, tuberose, hyacinths and similar plants with delicate fragrances. Details are not available. In fact, no details are available from any WPA projects except the outstanding example in New Hampshire.

#### **TEXAS EXPERIMENTING WITH ROSES**

In Texas they are specializing more particularly in roses. Millions of plants are being raised, but only in few instances are the species useful for the making of essential oils. The Sam Houston Teachers' College is helping particularly to spread widely knowledge about the growing and handling of all aromatic plants that may grow in Texas. It works with the Department of Agriculture and with other government agencies. It has a special project under observation in the Rio Grande Valley where experiments are being made with the cultivation of tropical and semi-tropical plants.

#### **NELSON ROCKEFELLER INTERESTED**

The federal government has sponsored projects in Tennessee, Georgia, Pennsylvania, West Virginia, Mississippi, Alabama, Florida, and elsewhere in continental United States. But the manner in which the WPA and other emergency agencies work make it difficult to obtain accurate information about results. The same agencies are working with soil experts and plant experts in Hawaii, in the Philippines, in Puerto Rico, in Cuba; and the National Defense Commission, through the organization headed by Nelson Rockefeller, is actively engaged in persuading the Latin-American governments to grow aromatic plants and to extract the oils. The Department of the Interior, which includes the Division of Territories and Island Possessions, has an insular vocational education group in Puerto Rico and is eager to teach the people how to grow flowers and how to distill the oils. Almost any tropical flower or plant will flourish in Puerto Rico. The standards of living are far below anything we know in continental United States, and wages are very low. The island has 16 cooperatives, supported by the federal government, which are dabbling in the industry. They have established

nurseries and are growing certain richly fragrant plants in drained swamp lands. The great land holdings are being broken down in small-acreage holdings which will be passed to the low-income workers as quickly as it is feasible. The various undertakings are under the supervision of the Puerto Rico Reconstruction Finance Administration.

#### **SOUTH AMERICAN ESSENTIAL OIL DEVELOPMENT**

The South American venture in aromatic plant and essential oil development is in the hands of John C. McClintock, executive secretary of the Inter-American Development Commission, a subordinate part of the Rockefeller defence organization. McClintock has personally surveyed Mexico, Costa Rica, Cuba, Guatemala, Honduras, Nicaragua, Panama, El Salvador, Argentina, Bolivia, Brazil, Chile, Paraguay, Peru, Uruguay, and Venezuela. The organization is able to furnish funds to Latin-American governments that will sponsor any enterprise undertaken by its nationals. While McClintock was on his tour, he found several small French factories making perfumes in Venezuela and Colombia which are sold bearing French labels to the tourists passing through Panama. In Paraguay, he found an especially well-developed plantation of petitgrain.

McClintock is convinced there is a great field for the growing of aromatic plants of great variety in several South American countries. And he thinks the plants for the distillation of the oils may be established with relative ease. Brazil is especially receptive to the idea. Labor is paid from 25 cents to 60 cents per day with discounts from this rate for food, shelter, sanitation, and transportation, so long as the worker receives 30 per cent in cash. Brazil has an ideal soil and climate for citrus fruits and for coffee and cotton. It is said to be especially capable of producing bergamot and orange oils. McClintock apparently considers it one of the most promising places in South America for the development of the growth of aromatic plants and distilleries. The United States embassy has an agricultural attache who is keenly interested in helping to develop any such North American enterprise.

#### **FLOWER GROWING IN CENTRAL AMERICA**

Guatemala, Colombia and Costa Rica are regarded as potential producers of anise oil, bay oil, balsam oil, patchouli oil, cassia, thyme, juniper, linaloe and rose oils. Bolivia also is mentioned as a fine prospect, as is Chile which pays its labor from 57 cents to \$1.55 per day. Argentina, where the highest paid laborer receives 11½ cents an hour, is also considered, by reason of soil and other resources, a probable field for the development of the aromatic plant industry.

The South American venture is now in process of organization. On behalf of the Rockefeller unit, a commission is touring ten South American countries setting up five-man groups in each country. One man is chosen from agriculture, another from finance, still another from industry, and so on. These groups in each country are expected to cooperate with the North Amer- (Continued on p. 82)

# PREMIUMS BUILD AND HOLD CUSTOMERS

*How to use premiums explained by experienced manufacturers . . . Methods to avoid . . . Valuable in sampling*

by JAMES N. STILLWELL

THE present premium controversy has done one thing anyway: in the manufacturers' and dealers' minds it has crystallized the reasons why they believe premiums are successful and why they should use more of them in the next several years.

## CONFUSED WITH PRICE CUTTING

Mr. Herman of the Chaloner Pharmacy, located on New York City's West Side, outlined it this way: "A glance at the balance sheet of any big user of premiums shows you that premiums are successful. It should be defined, however, what a premium is. Many firms confuse price-cutting with premiums. An offer to sell a 25-cent tube of toothpaste for 25 cents and a second tube for a penny is not offering a premium. That's price-cutting. The offer is two tubes for 26 cents, or each tube for 13 cents. Consequently, when the price-cutting offer goes off and the dealer tries to sell that toothpaste for 25 cents a tube, he's going to find some resistance. The public feels that if it was worth 13 cents on Tuesday, it's still worth only 13 cents on Wednesday. The firm which does that is foolish, for another reason: the customer has twice the amount of toothpaste—say, a half year's supply. So, although more merchandise may be sold immediately, the firm is only reducing its own possible revenue. I don't believe in a premium on a slow-moving item like a toothpaste anyway, or a rouge compact. But a soap premium is a fine idea as it increases store traffic."

## OUTLINE OF GOOD PREMIUM PRACTICE

H. H. Proskey, Lehn & Fink Products Corp., stated: "As I see it, there are really three kinds of premiums: first, those that might be of assistance in the creation of additional or future sales; second, those that destroy future sales; third, those of a totally disassociated character which may be attached to the sale of a product in the hope that it will intrigue additional customers.

"In the main, it would be my opinion that, in these days when the establishment of fair trade minimums by most manufacturers prevents any considerable variation in resale price, the trade is much in need of what might be called 'product news.' This in a measure may account for the tremendous number of deals, premiums, changed put-ups and new sizes that manufacturers have launched in the past few seasons. At any rate, it

is sound to assume that the public gets tired of, or takes for granted, a regular product at a regular price. There is no news in that.

"The use of a premium designed to assist in making greater or future sales for a product is, therefore, a real stimulant to business if properly controlled. If it is placed on the market for a limited length of time, if retailers' previous stocks are adjusted and if, at conclusion of the promotion, the remaining stocks are accepted for return, then you are proceeding soundly. No retailer could find fault with a manufacturer who operates his use of premiums in such a way because obviously it could only result in improvement of retailer's volume.

## SOUND USE OF PREMIUMS

"A toothbrush premium is not sound unless the price of the combined product gives the retailer as much profit as he would normally get from the sale of the individual dentifrice and the individual toothbrush. At Lehn and Fink we found no objection in giving a silver-plated teaspoon with a tube of Pebecco toothpaste, although one consumer did inquire as to why it was necessary to have a spoon in order to use toothpaste! Since the spoon did not interfere with any other sale by the drug retailer, this premium came under the heading of simply a lure to obtain more trial users.

"About two years ago, in a summer promotion, Lehn & Fink also ventured the offer of a vari-colored cotton bandana with a bottle of Hinds Honey and Almond Cream. This likewise seemed logical be-



High style houses might be forced into use of premiums states Benson Storfer, president of Parfums Corday, Inc.



cause Hinds was promoted for outdoor summer uses and the bandana, in helping to prevent the untoward effects of sun on the feminine hair, was part of the same beauty culture promotion. Since it did not cut into any other profits the retailer might make, there appeared to be no objection to this premium use. At the present, with Hinds \$1.00 size, we are offering as a premium a four-ounce boudoir bottle, designed to furnish a woman with a good-looking container in which she might place Hinds on her dressing-table. While the fact that we filled this bottle with extra lotion might make it appear that this resulted in a price cut, just imagine what the retailer would have thought if we used the empty bottle as a premium.

#### **PREMIUMS AS A SAMPLING METHOD**

"Another useful premium was the gift of a tea apron with the \$1.00 size. This again was a lure to new customers that did not cut into any other profit the retailer might make. Likewise, several years ago, we thought of producing a Hinds Honey and Almond Cream soap and tested out the idea by giving two cakes of soap with the 50-cent size of cream. Possibly the only excuse for this sort of premium (which has the tendency to cut down the retailer's soap sales) was the fact that if we decided to make the soap a permanent addition to the line, the plan really being a sampling idea, the retailer would get all the future profits.

"On Lysol disinfectant one summer, we gave away a book containing pictures of the Dionne quintts and health hints. Although this book was a premium, it also was Lysol literature and of benefit to all concerned, including the customer. The book was a highly successful premium.

"On the other hand, the use of a 'Gone with the Wind' cookbook, as a gift with Pebecco toothpaste, was a great success as a culinary proposition but unsuccessful as much of an encouragement to sales.

"If anyone can judge beforehand how good a premium will be in any particular promotion, he should not be in the drug business—but in Wall Street. The only rules to follow are those of common sense but, even at that, so many factors are involved that what may look to be a sure thing may end in a dismal flop.

"If the manufacturer is able to obtain a premium that does not destroy his own profit and does not destroy the dealer's profit, and if the premium has sufficient consumer appeal to bring about a sales increase to justify the expense, then there would appear to be no reason why a manufacturer should not make occasional forays into the use of premiums. One final word of caution, however: always test a premium on a small scale before you go overboard on it nationally."

#### **WHY SPECIAL OFFERS ARE MADE**

M. Lev of Columbia Chemists, located in uptown Manhattan, is a believer in steady premium offers on fast-moving lines as a means of building and holding customers. He also believes in special offers to catch the attention of the woman who has

not used a certain product before, and who thereafter becomes a steady user, taking advantage of the regular premiums offered. He points to the success of the canned-milk companies in using this procedure. He also predicts that the use of premiums will spread eventually to the highest-priced cosmetic lines. This prediction is based on the large volume of his perfume sales and the questions a woman asks before she makes up her mind regarding her purchase.

#### **WHAT 92 CONSUMERS THINK OF PREMIUMS**

Ninety-two average consumers were polled on "Would you change from a brand you had asked for to a similar one if you saw a premium you wanted?" Twenty-one thought they'd be firm enough to stick to the brand they originally specified. The rest said they'd switch if they saw a premium that interested them, particularly if the brand they had asked for had no premium offer.

#### **STRAIGHT PREMIUM OFFER FAVORED**

F. J. Griffiths of the Pennsylvania Drug Co. said that where the premium is offered to a dealer to go with old stock on the dealer's shelves, there couldn't be any objection as no stock would become obsolete. "Where an attractive premium is offered, which has pulling power, it gives the manufacturer window and counter displays he wouldn't otherwise get. A date should also be set, on which the dealer is required to return unused premium merchandise, so no smart dealer will put the premiums downstairs and then offer them after the other stores have taken off the sale."

Seventy-four drug stores and twenty-two cosmetic departments were polled on "Do premiums increase the traffic in your store or department?" Nine said they didn't know as they were too busy for anything to make any difference. Seventeen answered they didn't think so. Four had seen people return later to purchase because of a premium. Sixty-eight voted in favor of premium offers to increase store traffic, although thirty-six of these objected to combination offers—and gave instances of what they considered good premium practice as against price-cutting.

Sixty-seven grocery stores were polled on whether a customer, once converted to a new brand by a premium offer, would go back to her old brand as soon as the premium offer went off. Thirty-eight pointed out that a manufacturer who was wise kept premiums coming, which pointed up the vote of twenty-nine who were sure a customer would revert to her accustomed brand at the discontinuance of a premium offer.

#### **SEARCH FOR NEW GADGETS**

Miss Elizabeth Arden, head of her own cosmetic house, said that although they always are on the lookout for attractive gadgets, they don't regard them as premiums but as something a woman will want to keep and which will make a package move faster.

W. D. Canaday of Lenthéric, Inc., says that when



the use of premiums gets started everyone has to follow it. "The advertised use of premiums as such would only add one more worry to the cosmetic industry. On the other hand, it is a good idea to develop a novelty to catch the eye of a new customer."

J. Jugeat, Lucien Lelong, Inc., thinks that a supply of French oils soon will be possible and consequently no premiums will be necessary to bridge the change over to chemical perfumes. However, if the rush for gadgets or premiums got started, good merchandising would indicate the necessity of following the trend.

#### POSSIBLE NEED FOR PREMIUMS

Thomas G. Lewis, of Helena Rubinstein's, believes certain firms with fine, matched perfumes may have trouble and need premiums to get them turned into the chemically-made perfume market. However, since this country is the greatest chemically in the world, he thinks the change can be made with far less difficulty than anticipated. He expects their own merchandise to get along with sales and without premiums.

William Overham of Parfums Schiaparelli doubts very much whether premiums will be used generally in the perfume trade, as the majority of French houses have built up a romance connected with the very name, which makes any further promotion unnecessary. "You can give a package a nice face but if the quality behind it is lacking, that won't be restored and the consumer fooled by a premium offer if merely to cloak a poor perfume. A high-style house may use a premium to advantage to introduce a novelty, but the premium would have to be incidental and the quality of the product high or the offer would not be successful."

Benson Storfer, president of Parfums Corday, Inc., thought that a high-style house might go into the premium usage, or might be forced into it, if the time ever came when it was necessary to change to chemicals or if the premium trend became so strong that good merchandising would compel premium usage also.

#### BAD METHODS IN PREMIUM DEALS

A. L. Biberfeld of the Hudson Central Drug Co., located in mid-town New York, directs attention of manufacturers offering premiums to one of their bad habits which is to load drug stores with merchandise just before a premium offer is announced or a new item introduced. He says the firm careful of future sales doesn't attempt such a trick as it builds ill will, instead of good, and encourages drug stores to get even by cutting the *dickens* out of a product's price. He further states that some cosmetic firms load a man up with compacts just before bringing out a new line and then he's stuck with the old goods. But such tricks only end in disaster for the house which allows the salesman to load up a customer instead of withdrawing the line in time for everyone to get out with good sales before the new item is brought out.

M. Gosman of the Maxwell Drug Co., also in



Jacques Jugeat of Lucien Lelong believes good merchandising indicates following the trend if one for premiums develops

New York City, prefers to see a firm use advertising to increase traffic. He points out that many mistakenly use premiums which compete with other items in the store. Novelty packages he considers good selling items.

Colgate-Palmolive-Peet Co. is proud of its successful premium usage. Sears-Roebuck and Montgomery, Ward both use premiums with amazing results, they report. Procter & Gamble introduce a new product with premiums and use premiums on old products.

Lehn & Fink summarized the findings of most firms who use premiums when they said they distributed more than a half-million premiums in the space of a month following promotion of one of their items; the customers were new and they felt the figures spoke for themselves. However, as pointed out, it all depends on the premium.

So premiums are here to stay in the fast-moving fields and in the heavy furnishing field. But whether the use will spread to the cosmetic industry, as some think, is still debatable.

#### Five Skin Types

FIVE important skin types, illustrated by movie stars, according to Edyth Thornton McLeod are: Virginia Bruce—fair skin with cameo pink tints; Brenda Joyce—honey skin blonde, tawny skin with gold tints; Myrna Loy—blond and brunette blend, warmer than fair skin with peach undertones; Merle Oberon—ivory skin brunette; creamy skin with ivory tints; and Dolores del Rio—tropic skin brunette; vivid skin with dusky undertones. By using a mirror, any woman can determine to which type she belongs.

## How to Sell Cosmetics

**R**ALPH HARRIS offers the following suggestions on selling cosmetics under the new law:

Forget the out-moded misleading balleyhoo.

Use these effective selling reasons:

1. *Style.* "This is the new fashion in cosmetics."
2. *Femininity.* "This will make you more attractive."
3. *Pleasing quality.* "This will feel cool and soft."
4. *Appearance.* "This will conceal or minimize a beauty fault."
5. *Accessory appeal.* "This will harmonize with new costume colors."
6. *Good grooming.* "This will keep you neat and dainty."

Undersell rather than oversell. But—don't go to extremes by making understatements or evading issues.

Know your merchandise inside out—but don't become so technical that you confuse the customer. Give good value.

## Cosmetic Sales Increasing

**T**HE manufacturers of perfumes, cosmetics, and other toilet preparations, reported a moderate increase in production and a slight increase in employment and wages for 1939 as compared with 1937, according to preliminary figures compiled from returns of the Census of Manufactures for 1939 released by Director William Lane Austin, Bureau of the Census, Department of Commerce.

This industry, as constituted for census purposes, embraces establishments primarily engaged in the manufacture of perfumes, cosmetics, and other toilet preparations such as toilet water, face powder, washes and lotions, hair tonics, toothpaste, and powders, etc.

The 1939 Census of Manufactures is the first census for which employees who were primarily engaged in distribution, construction, etc., activities have been called for separately on the schedules. It is not known how many of the wage earners reported for 1937 were engaged in distribution and construction and how many were engaged in manufacturing. Employees of the plants reported as engaged in distribution and construction activities in 1939 are not included in this preliminary report but will be included in the final report.

The wage earners, primarily engaged in manufacturing in this industry in 1939 numbered 10,363, an increase of 2 per cent compared with 10,158 reported for 1937, and their wages, \$9,643,540 exceeded the 1937 figure, \$9,261,533, by 4.1 per cent.

The value of products of the industry for 1939 amounted to \$147,465,585, an increase of 11.4 per cent compared with \$132,336,481 reported for 1937.

Summary statistics for the industry for 1939 and 1937 are given in Table 1. Detailed statistics on production are given in Table 2. All figures for 1939 are preliminary and subject to revision.

TABLE 1.—SUMMARY FOR THE INDUSTRY: 1939 AND 1937

Because they account for a negligible portion of the national output, plants with annual production valued at less than \$5,000 have been excluded since 1919)

	1939	1937	Percent increase or decrease
Number of establishments.....	539	478	12.8
Salaried personnel <sup>1</sup> .....	2,240	2,308	-2.9
Salaries <sup>1</sup> .....	\$6,947,461	\$8,252,529	11.1
Wage earners (average for the year) <sup>2</sup> .....	10,363	10,158	2.0
Wages <sup>2</sup> .....	\$9,643,540	\$9,261,533	4.1
Cost of materials, supplies, fuel, purchased electric energy, and contract work <sup>3</sup> .....	\$58,509,926	\$53,905,342	8.5
Value of products <sup>4</sup> .....	\$147,465,585	\$132,336,481	11.4
Value added by manufacture <sup>4</sup> .....	\$98,955,639	\$76,431,139	13.4

<sup>1</sup>No data for employees of central administrative offices are included.

<sup>2</sup>Profits or losses cannot be calculated from the census figures because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance, and advertising.

<sup>3</sup>The item for wage earners is an average of the numbers reported for the several months of the year and includes both full-time and part-time workers. The quotient obtained by dividing the amount of wages by the average number of wage earners should not, therefore, be accepted as representing the average wage received by full-time wage earners.

<sup>4</sup>Value of products less cost of materials, supplies, fuel, purchased electric energy and contract work.

TABLE 2.—PRODUCTS, BY KIND AND VALUE: 1939 AND 1937

	1939	1937
1. Perfumes, cosmetics, and other toilet preparations, industry, all products, total value.....	\$147,465,585	\$132,336,481
2. Perfumes, cosmetics, and other toilet preparations.....	121,471,428	109,929,262
3. Other products (not classified in this industry).....	25,994,157 <sup>1</sup>	22,407,219
4. Perfumes, cosmetics, and other toilet preparations made as secondary products in other industries.....	33,989,458	33,095,051
Perfumes, cosmetics, and other toilet preparations, aggregate value (sum of 2 and 4).....	\$155,460,886	\$143,024,313
Perfumes.....	8,625,790	8,480,274
Toilet waters.....	7,739,446	4,115,019
Creams other than shaving creams.....	19,389,472	17,597,261
Rouges:		
Lipsticks and lip rouge.....	6,086,050	4,417,957
Other rouges.....	2,258,923	2,519,850
Dentifrices.....	28,410,015	35,559,134
Depilatories.....	428,345	407,771
Shampoos:		
Containing soap.....	4,578,207	3,558,419
Containing no soap.....	1,192,802	1,982,305
Face powders.....	15,398,273	11,296,997
Talcum powders.....	7,326,639	6,041,117
Other toilet powders.....	8,424,098	3,112,244
Face lotions.....	7,636,110	7,831,471
Hair dyes.....	1,713,557	1,900,533
Hair tonics.....	4,937,469	5,035,521
Hair dressings.....	6,914,590	6,301,622
Deodorants for human use.....	5,630,993	3,502,726
Bath salts.....	1,177,207	951,809
Manicure preparations.....	4,681,592	5,160,127
Shaving cream, containing no soap <sup>2</sup> .....	4,186,962	1,854,219
Other toilet preparations.....	13,756,346	11,410,137

<sup>1</sup>Drugs and medicines, soaps, cleaning and polishing preparations, insecticides, and other industrial and household chemical compounds.

<sup>2</sup>Figures include data for considerable amounts of hand lotions.

<sup>3</sup>Shaving cream with soap base is classified as a product of the "Soap" industry. The total production of shaving cream, including that containing soap, in 1939 and 1937 was valued at \$10,419,260 and \$9,629,485, respectively.

## Packaging Trends

**P**ACKAGING developments of the future, as forecast by 24 members of the packaging council of the American Management Association, include the rise of transparent packages to a dominant position, increased simplification and a greatly expanded use of plastic materials of all kinds.

The packaging authorities, participating in a symposium, in connection with plans for the 1941 Packaging Exposition and Conference to be held at Chicago, April 1-4, predicted great developments in the direction of visible windows and open tops for opaque packages and the discovery of new transparent materials.

They also forecast the adoption of plastic containers for a broad range of products now restricted to metal and glass.

To conserve materials and labor the Defense Board urges more standardized packages.

# OIL OF PATCHOULY

*Type of leaf material, its handling, and method  
of distillation determine quality of oil . . .*

*Conclusion of survey on patchouly production*

by DR. ERNEST GUENTHER

*Chief Research Chemist, Fritzsche Brothers, Inc., New York, N. Y.*

**T**HE art of distilling patchouly involves considerable care and experience and is of paramount importance for a high grade of oil. Each lot of leaves requires special distillation methods, according to its condition. A lot containing much stalk material must be treated differently from one consisting mostly of leaves. A lot with much dust from too brittle leaves again requires a different treatment.

The leaves should be distilled by direct steam generated in a separate steam boiler. Too low steam pressure does not easily yield the oil; hence, prolonged distillation is necessary. However, the latter usually gives oils of somewhat different quality than those obtained by high steam pressure. On the other hand, high steam pressure alone does not result in a better yield, although it may shorten the period of distillation. In a modern distillery it is advisable to interchange high and low steam pressure, thereby giving full range to the forces of hydro-diffusion which are so important in the distillation of plant material, especially dried plant material.

## PRODUCTION OF HIGH GRADE OIL

There are no general and fixed rules by which a fine oil of patchouly can be obtained, the working methods depending upon the type of still employed and upon the condition of the plant material. It can only be said that too short distillation gives oils of too low specific gravity while too high steam pressure or too long distillation may yield oils containing resinoids of disagreeable odor. The difficulty lies in finding the optimum and the proper point at which distillation should be stopped. The extreme limits of distillation vary between six and twenty-four hours. Sometimes a second distillation, after discharging and recharging the leaf material is advisable because it yields another fraction of oil, the reason being, very likely, again the principle of hydro-diffusion. The separating oil should not remain too long in contact with water and should be separated as quickly as possible. If this does not take place automatically in the Florentine flasks, artificial means must be resorted to. From all these considerations, it appears that the native distillers of Sumatra, working with more primitive apparatus, are not always able to produce as high a quality of oil as that produced in a modern distillery.

Freshly distilled oils have a somewhat "green" and harsh note which, however, changes considerably upon standing. Aging of the oil for a pro-

longed time yields that full, rich and almost fruity note for which the best grades of patchouly oil are renowned and so highly esteemed by expert perfumers.

There are many factors influencing the quality of the oil which can be summarized as follows:

### 1. The quality of the leaf material.

a. The richest soil gives the best leaf material; it should contain only few stalks. Good leaves yield usually 3.5 per cent oil.

b. The plants should not be cut too early; still, the native growers are inclined to do so because they are usually in need of cash. Such plant material is too green and gives inferior oil.

c. The first two or three cuttings on a newly started planting give better leaf material, the quality of which declines with subsequent cuttings.

d. The leaves should be slowly, carefully and fully dried in the shade without fermentation or wetting during the drying.

e. Plants originating from the states of Johore and



A Johore State plantation worker displays a patchouly plant



Inside a patchouly distillery in Singapore, British Malaya

Pahang (British Malaya) seem to give somewhat better oil than plants from neighboring Sumatra (Dutch East Indies). There seem to be in Sumatra several different varieties of patchouly, the botany of which is not yet fully established; some sections of Sumatra produce better leaf material than others. It is also possible that the natives there collect not only the planted patchouly leaves but also some leaves growing wild on the edges of jungles or on old clearings and so forth. Labor in Sumatra is rather scarce and this may be one of the reasons why Sumatra leaf material is not so carefully prepared. In general, it can be said that the quality of the Sumatra lots is irregular—sometimes excellent, sometimes inferior.

f. The age of the leaf material seems to have a marked influence upon the quality of the oil. The superiority of European and American distilled oils may be due to the long transport of the baled leaf material. The general high specific gravity of these oils may be due to evaporation of the lower boiling constituents of the oil in the plants, also to a certain polymerization, affecting the properties and the quality of the oil. In British Malaya and especially in Sumatra, the producers usually distill the plant material much sooner after drying; in fact, some of that leaf material is not baled but arrives in the distilleries loosely packed in sacks. This, of course, gives oils of different constants.

## 2. The method of distillation.

a. Careful regulation of the steam pressure during distillation is required. It is advisable to alternate between higher and lower steam pressure.

b. Prolonged distillation usually gives a higher yield and quality of oil, provided the oil is not "burned." The most valuable parts of patchouly oil are contained in the higher boiling fractions obtained after prolonged distillation. Evidently, increased consumption of fuel adds to the cost of production, but the top qualities of oil merit their higher prices.

c. Aging of the oil is of utmost importance. A patchouly oil several years old is of much better quality than one freshly distilled.

## DISTILLATION IN BRITISH MALAYA

There were, in former years, quite a number of distilleries in Penang and Singapore but, as far as the writer could ascertain, there are now only two stills operating in Singapore. One, the most renowned and the largest distillery, is owned by a Chinese family. It consists of 12 stills arranged in

two batteries which are housed in two different buildings. The steam is generated in a separate steam boiler. Only dried leaf material is used for distillation, wetted material merely having the advantage of easier packing into the stills without influencing the quality or yield of oil. Each still holds about two pickuls of dried plant material. Distillation of one charge lasts from 20 to 24 hours, at the most. All stills of one battery are connected with one large condenser. The Florentine flask is enclosed in a special compartment, to which only the owners have access. The yield of oil should be at least three per cent, provided the plant material is normal. The capacity of this plant, when fully operating, is several thousand pounds of oil per month.

The other patchouly distillery of Singapore is operated by an Englishman who makes every effort to produce a high grade of oil, paying special attention to the procuring of the best plant material, well dried and not fermented, from neighboring Johore state. During the writer's visit there were three modern stills in operation, one constructed in England, one in France and one in Germany. The yield of oil varies around three and three-tenths per cent. One of the stills is equipped for automatic cohobation of the distillation waters which increases the yield of oil to about three and eight-tenths per cent. The owner of this distillery does not believe in prolonged distillation and prefers to distill for only 12 hours which, in his opinion, gives oils of better color.

## DISTILLATION IN SUMATRA

As pointed out, there are probably several varieties of patchouly growing today in Sumatra, although the bulk of the oil is distilled from *Pogostemon cablin*, Benth., perhaps mixed with small quantities of wild-growing patchouly. Dr. Hischmann of Batavia used to distill large quantities of patchouly leaves originating from different districts in Sumatra, and he found that a variety coming from Pangkalan Brandan on the northeast coast of Sumatra yielded the best oils, but the botany of this variety could never be established, despite many efforts toward that end.

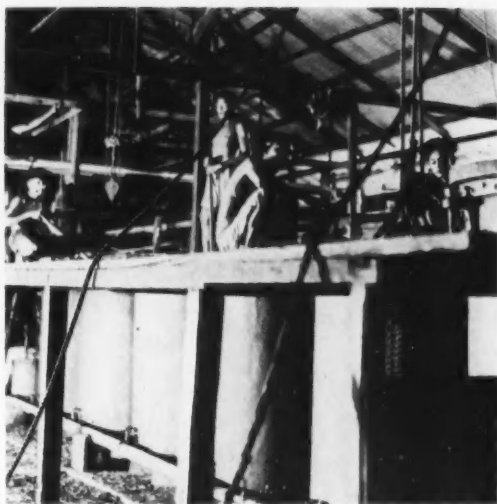
The main producing regions in Sumatra are located on the northwest coast, in the province of Achin (Atjeh), though plantations are also found in the adjoining part of Sumatra's east coast (Langkat). The leaf material is exported principally via the ports of Tampak Toeang, Tjalong and Meulaba on the west coast of Sumatra. The patchouly is grown, as in British Malaya, on native or Chinese owned small patches and holdings, while the larger plantings are more or less controlled by local rulers (radjahs).

There are at present on the west coast of Achin and in Koeta Raja a number of small and medium sized patchouly oil distilleries operating, the most important ones being:<sup>8</sup>

In Lhokroet, a small European producer uses direct fire distillation.

<sup>8</sup>The writer expresses his thanks to Mr. E. L. Verduin in Batavia for the addresses of these distillers.





Workers open stills; in the background, a cover is hoisted

In Tsalang, a native distiller operates two distilleries. The stills are small and heated by direct fire.

In Meulaba, a native producer operates seven relatively large stills heated with direct steam.

In Tapat Toean, a native distiller operates thirteen large direct steam stills and one Chinaman has a few small, direct fire stills.

In Bakongan, a native distiller operates seven small direct fire stills. He is the only one who moistens his leaf material twenty-four hours prior to distillation.

The stills are constructed of iron, instead of copper which gives oils of green color. If heated by direct fire, they contain a false bottom (grid) so that the plant material is not in direct contact with the boiling water. Distillation lasts, as a rule, from 12 to 24 hours.

The Achin patchouly oils usually have a relatively low specific gravity, either by less careful selection of the plant material or, more likely, by the fact that most Achin patchouly oil is distilled in direct fire stills which operate under very low steam pressure. Another reason is the condition of the leaf material, which is not baled previous to distillation but packed loosely and carried in sacks to the distilleries. Having been stored for a few days in a warm and humid climate, these dried leaves often undergo slight fermentation.

A small part of the Sumatra oil is exported directly from the Achin ports, while the bulk is shipped first to Java and reexported from there.

#### DISTILLATION IN JAVA

We have already mentioned that because of their inferior quality, the real Java patchouly oils are no longer produced. In former years, they were distilled from *Pogostemon Heyneanus*, Benth., or from *Pogostemon hortensis* or from mixtures of both varieties. These oils, described in literature as Java or dilem oils, originated almost entirely from Serang in the province of Bantam where, since time immemorial, patchouly has been growing. This *Pogostemon* variety is the only one known to flower. However, in Java some very good patchouly

oils have been distilled in small quantities, but from the leaves of true *Pogostemon cablin*, Benth., shipped from Sumatra. A few planters imported cuttings of true patchouly from Sumatra or from the Straits Settlements and started plantations in Java. In most cases, however, it was found that after some time the plants in the fields deteriorated, especially in regard to oil formation. In a few instances, this deterioration did not occur, but it is impossible to state the reasons why the plants remained unchanged. Perhaps it is a question of altitude, of moisture, of shadowing, of climate or of soil conditions. The best plant material was raised on the higher slopes of two volcanoes in eastern Java. The quantities of true patchouly oil actually distilled today in Java amount to only a few hundred pounds annually. The principal planter today is Mr. A. H. G. Blokzeijl who, a few years ago, planted about 35 hectares on virgin soil, one hectare yielding about 15 kilos of oil.

#### DISTILLATION IN THE SEYCHELLES ISLANDS

W. Holdsworth Haines<sup>9</sup> described in detail the methods of cultivating *Pogostemon patchouli*, Pell., in the Seychelles Islands. Distillation is carried out mainly in direct fire stills and only in a few cases with direct steam. The yield of oil in both cases is about the same, but the oils differ slightly in regard to their constants. Calculated upon the dried leaf material, the yield of oil varies between three and one-half to five per cent.<sup>10</sup>

A government decree stipulates that oils exported under the label of standard quality must conform to certain analytical standards, as con-

<sup>9</sup> *Pertum*, Record 20 (1935), 171.

<sup>10</sup> According to the writer's experience, a yield of five per cent seems exceedingly high.



Residue being removed by a long rake; in background, grate covered with residue is hoisted from bottom of still where rake cannot reach. Grate secures a regular "steam exchange."



trolled and approved by the government. The export figures of Seychelles patchouly oil read: 1919 pounds for 1934, 4679 pounds for 1935, the bulk of which went to England.

#### PRODUCTION IN MADAGASCAR

Small quantities of oil of patchouly were produced some years ago in St. Paul, Réunion Island, but the plantings since have been discontinued.

Madagascar produces today only very small quantities, on the high plateaus near Lac Aloatra in the region of Moramanga. It is a rather primitive industry, distillation being carried out by small settlers and share croppers. The oil is usually shipped via Tamatave.

Nossi-Bé, a small island off the northern tip of Madagascar, also has started to experiment with the growing of patchouly, but only very insignificant quantities of oil have been distilled experimentally. The plants are planted by slips in the shadow of coffee trees; for harvesting, the tops of the plants are simply pinched off by hand. In the evening after the harvest, the leaves are spread out on a cement floor and covered with a woolen cloth. The leaves beneath develop some temperature and slight fermentation seems to destroy the cell walls which facilitates distillation of oil. This operation is repeated during three consecutive nights, but during the three intervening days, the leaves are uncovered and spread out in the shade to dry.

#### DISTILLATION IN EUROPE AND UNITED STATES

The best grade of patchouly oil undoubtedly is produced in the modern distilleries of Europe and America from plant material imported from British or Dutch Malaya. The reason for the superior quality can be explained by the more efficient methods of distillation in modern apparatus, higher steam pressure and so forth, and especially by the condition of the plant material which seems to improve greatly during the long transport in pressed bales. Such European or American distilled oils, properly aged, are undoubtedly the finest patchouly oils available.

#### CHEMISTRY OF PATCHOULY OIL

Comparatively little is known about the composition of patchouly oil. Schimmel & Co.<sup>11</sup> found that 97 per cent of the oil consists of compounds,

<sup>11</sup> *Bericht von Schimmel & Co.* April 1904, 71 to 75; April 1905, 62.



A concrete cooler is used to condense the steam with oil that runs through the spiral tube. The funnel in the center supplies the cooler with water. The tube in the background of the picture, near the top of the cooler, is an overflow pipe.

mainly sesquiterpenes which have very little influence upon the odor of the oil, while the balance is composed of patchouly alcohol and traces of benzaldehyde, eugenol, cinnamic aldehyde, a rose-scented alcohol, a ketone and two bases.

The chemical constitution of patchouly alcohol, which in old oils is sometimes deposited as a crystalline substance, has not yet been clarified. Montgolfier<sup>12</sup> established the brutto formula,  $C_{15}H_{26}O$ , while Wallach introduced the designation patchouly alcohol for the compound which formerly had been considered a camphor. According to Semmler and Mayer<sup>13</sup>, patchouly alcohol, m.p.  $56^{\circ}$ , b.p.  $140^{\circ}/8\text{mm.}$ ,  $d_{20}^{65^{\circ}} 0.9924$ ,  $n_D^{65^{\circ}} 1.5029$ ,  $[\alpha]_D^{20^{\circ}} -97.42^{\circ}$ , is probably a tricyclic tertiary alcohol. Losing water readily, it forms the sesquiterpene patchoulene, b.p.  $252-253^{\circ}/743\text{ mm.}$ ,  $112-115^{\circ}/12\text{ mm.}$ ,  $d_{40}^{20^{\circ}} 0.9296$ ,  $n_D^{20^{\circ}} 1.49835$ ,  $[\alpha]_D^{20^{\circ}} -38.08^{\circ}$ , about the constitution of which nothing is yet known.

<sup>12</sup> *Compt. rend.* 84 (1877), 88; *Bull. Soc. Chim.* 28 (1877) (ii), 414; *Ber.* 10 (1877), 234.

<sup>13</sup> *Ber.* 45 (1912), 1391.

	Extra Special	Special	Medium	Ordinary
Specific Gravity @ $15^{\circ}\text{ C.}$ :	0.991	0.980	0.971	0.968
Optical Rotation:	Too dark	$-56^{\circ} 8'$	$-52^{\circ} 0'$	$-49^{\circ} 40'$
Refractive Index @ $20^{\circ}\text{ C.}$ :	1.5128	1.5111	1.5100	1.5091
Saponification Value:	14.0	13.1	10.3	8.4
Ester Value after Acetylation:	27.1	23.3	23.3	17.7
Solubility @ $20^{\circ}\text{ C.}$ :	Soluble in 0.5 volumes and more of 90% alcohol.	Soluble in 0.5 volumes and more of 90% alcohol.	Soluble in 5.5-6 volumes and more of 90% alcohol.	Slightly hazy in 8. clear in 9 volumes and more of 90% alcohol.

Properties of four Singapore patchouly oils obtained in a Chinese distillery; reference is made to these on the next page.

Oil of patchouly must be evaluated by odor as well as by physical and chemical constants from which instructive conclusions can be drawn. The constants are in direct relation to the quality of the oil, highest specific gravity, highest laevorotation, refractive index and so forth, together with best solubility indicating highest quality.

The properties of four Singapore patchouly oils which the writer secured in the previously mentioned Chinese distillery offer a very good example. They are shown in the chart on the preceding page.

Ordinary Singapore oils fall within the limits of Sumatra oils, probably for the reason that in many cases they are nothing else but Sumatra distilled oils transshipped via Singapore under a Singapore label.

The constants of Sumatra oils have been established, after mutual consultation between the Chemical Research Laboratory in Buitenzorg, Java, and the Trade Museum Division of Java. According to D. R. Koolhaas and P. A. Rowaan<sup>14</sup>, they are:

Specific gravity @ 15° C:	0.950 to 0.990 (A good quality oil shows at least 0.970.)
Optical Rotation in a 100 mm. tube:	-40° to -72°
Refractive Index @ 20° C:	1.506 to 1.516
Solubility in 95% Alcohol:	Soluble in 1 to 10 volumes. (A good quality oil is soluble in 90% alcohol.)
Acid Value:	0.5 to 3
Ester Value:	2 to 10

Oils distilled in our French factory in Seillans (Var) from imported plant material showed the following limits:

Specific Gravity @ 15° C:	0.975 to 0.987
Optical Rotation:	-54° to -65° 30'
Refractive Index @ 20° C:	1.5099 to 1.5111
Saponification Value:	3.3 to 9.3
Ester Value after Acetylation:	17.7 to 22.4
Solubility @ 20° C:	Soluble in 0.5 volumes and more of 90% alcohol.

Gildemeister and Hoffmann<sup>15</sup> give somewhat wider limits for European distilled oils:

Specific Gravity @ 15° C:	0.966 to 0.995
Optical Rotation:	-50° to -71°
Refractive Index @ 20° C:	1.507 to 1.513
Acid Value:	Up to 5
Ester Value:	2 to 12
Solubility:	Usually soluble in 0.5 to 1.5 volumes of 90% alcohol; sometimes temporary opalescence with the addition of alcohol. Many oils are soluble only in 4 to 6 volumes.

Patchouly oil is frequently adulterated with cedarwood oil or, more cleverly, with the higher fractions of cedarwood oil which are less pronounced in the typical cedarwood odor and, there-

fore, difficult to detect merely by olfactory test. In fact, the suspected oil must be dried for a few days on blotting paper before the faint cedarwood character becomes noticeable. The addition of cedarwood fractions has the effect of somewhat "sweetening" the patchouly note and, therefore, as a rule only the expert is able to detect it. The analyst, however, will find indication of such addition in the general lowering of the constants below the limits of pure oils.

## Widening Cosmetic Market

I BELIEVE that if we are alert to our responsibilities in the next decade we should make further capital of the gains we have made during the past few years of more stabilized market conditions. The trend today and one that will undoubtedly continue, particularly with fair trade statutes still on the books, will be for a still further widening of distribution, and the desire to make the small retailer a more important factor in the economic life. Consequently, through educational programs, advertising of one kind or another for the benefit of a greater number, fair marketing policies, etc., more profits and benefits will accrue to the small man. I think, too, that as we go along and find that merchandise of quality, priced reasonably, takes a stronger grip on the public, and improves in sales, manufacturers will be less inclined to offer "two for one" on special occasions, particularly of entirely unrelated products.

I can hardly believe that the hunger for beauty will be less in 1950 than it is in 1940. This applies not only to men and women themselves, but designers and creators will strive to improve the appearance of bottles, containers, boxes, and such things. As for certain oils and raw materials so essential to fine perfumery, which heretofore were only obtainable from parts of Europe, I feel confident that these carefully developed and nurtured flowers will be grown in this country. There is no reason why it should not be, inasmuch as we have such a diversity of climate and soils.—H. L. Brooks in *N.W.D.A. address*.

## Anti-Static Belts

STATIC electricity on fan belts of automobiles, refrigeration equipment and the like, aside from its generally dangerous nature and interference with radio reception, is apt to give unpleasant shocks when metal parts are touched. The friction which is the cause of the static electricity, however, may be reduced by means of a mixture of glycerine and graphite, applied at the points of friction.

The glycerine-graphite mixture is also an excellent lubricant, valuable not only because it is insoluble in most organic solvents but also because it retains its activity at very low temperatures and extremes of weather. Being non-toxic, glycerine alone or in combination with graphite, may safely be used as a lubricant for food-treating equipment.

<sup>14</sup> *Indische Mercur*, August 11, 1937.

<sup>15</sup> *Die Ätherischen Öle*, Vol. III, 3d Ed., 903.

## Essential Oil Standards

IN an attempt to bring into more complete harmony the methods of testing the identity and purity of the "official" oils now appearing in the United States Pharmacopoeia and the National Formulary, many new scientific recommendations have been made as a result of the deliberations of the scientific section of the Essential Oil Association of U.S.A.

At the outset, it must be understood that the monographs which include tests for identity and purity appear only in the U.S.P. because they are "representative of approved therapeutic agents used in medical practice."

The standards prescribed in the N.F. VI "apply only to the substance therein \* when such are bought, sold or dispensed for use as medicines, in the preparation of medicines, in the testing of medicines as regards their identity, purity and strength, or in connection with medical practice. These standards are not intended to apply to substances sold for technical and non-medical uses."

While it is true that many essential oils in these books of standards are there because they are used in the compounding of prescriptions for the sick, one must not lose sight of the fact that the volume of these products used in pharmacy is a fraction of a per cent of their total use.

### PROBLEM OF THE TRADE

Members of the industry have always realized the tremendous power for good exerted by both these compendiums, and the important role they play in supplying a fairly accurate consumer yardstick. On the other hand, however, they have been in a difficult position in assuring purchasers in non-medical fields that while their offerings fulfilled specifications, being truly natural products or direct contributions from scientific laboratories, they were not sub-standard merely because they deviated in some slight manner from monograph requirements.

It might be well to illustrate the case of peppermint. In the compounding of prescriptions, it has a very limited application from the standpoint of flavor and aromatic quality. Its important role is played in the candy and confectionery industry. Regardless of this fact, the same standards for the 99 per cent sold outside the field of pharmacy are adopted for those within its confines.

With the passage of the new federal, Food, Drug and Cosmetic Act requiring more stringent enforcement, a new and more powerful role is being played by the U.S.P. and N.F. Affected industries, instead of being indifferent, are now analyzing these monograph requirements in a manner little dreamed of previously. They realize that if customers in their buying transactions, both in the medical and non-medical field are to accept these standards as final with a possible violation of a federal criminal statute involved for failure to comply with some physical constant, then they can ill afford to sit idly by. As a result, they are analyzing with searching scientific and professional eyes every physical and chemical requirement. They realize the necessity

of assisting the U.S.P. and N.F. Revision Committee in the unification and coordination of all scientific opinions so that proposed standards are true expressions of any product in question. In this manner, final conclusions will be all inclusive rather than individualistic and narrow.

### "NOT U.S.P.", A MISNOMER

Should such oils as rosemary and thyme, imported at one time almost exclusively from Spain and France and now produced in Syria and Morocco be labeled "Not U.S.P." and thus give the purchaser the chance to question their purity, when they are equally good for all purposes, even though slight variations in some physical constants are noted? It is evident that a standard based on an oil obtained from a plant grown in a locality which has ceased or nearly ceased to be a source of origin, from a plant the oil of which is no longer imported in any volume or on one obtained by the wizardry of synthetic chemistry, and ignoring the sources of origin which supply the larger share of our essential oil volume, is a standard worse than having none at all.

### BOOK OF STANDARDS READY SOON

The Essential Oil Association of U.S.A., in its book of standards which is to be issued shortly, proposes to show the present status of the item in question with its suggestions for necessary revisions, believing that in time they will be adopted as "official." With the vast scientific and economic changes currently taking place, many items will be revised from time to time whenever new producing areas are developed, or new methods of collection, distillation and extraction are perfected. In other words, the standards booklet will list at intervals those oils which are of high value to the industry, but which at the present time differ slightly in physical constants from the generally accepted standards now in vogue.



"Now remember—in selling this perfume, put some of the essential oil in your sales talk!"

# RECENT TRADE-MARK DECISIONS



*Why certain applications were granted or denied  
... Interesting cases discussed by Trade-Mark  
and Patent Editor of The American Perfumer*

by HOWARD S. NEIMAN

**S**IGNIFICANT points in recent decisions on trade-marks and patents are summarized in the following notes:

## **"CARTIER" REGISTERABLE**

Carter Products, Inc., appealed from a decision of the Examiner of Interferences dismissing the opposition brought by Carter Products, Inc., against Cartier, Inc., upon the ground that "Cartier" is confusingly similar with the corporate name "Carter Products, Inc."

The Commissioner of Patents held, upon appeal, that the word "Products" is an essential feature of the corporate name; "Carter" is so commonly used as a surname and otherwise that it alone would seem unlikely to designate the Carter Products, Inc., in the mind of the public, and while "Carter" and "Cartier" are closely similar, they are not the same.

The applicant's trade-mark "Cartier" was used upon toilet preparations, whereas, opposer has applied its word "Carter's" as a trade-mark only upon pills and plasters, and, hence, the goods of the parties do not possess the same descriptive properties.

The Court further held that as the applicant is primarily engaged in the sale of jewelry and related goods, including ornamental receptacles for items of merchandise such as enumerated in this application, that is toilet preparations, it does not sell such toilet preparations separately, unless for use as refills for its receptacles which it keeps stocked merely for the accommodation of purchasers of its receptacles, and, hence, it is not entitled to register its trade-mark for "Cartier" for toilet preparations, as set up in its application.

## **"PEER" vs. "PEERLESS"**

The Essex Rubber Co. appealed to the Commissioner of Patents from the decision of the Examiner of Trade-Marks refusing registration for its trade-mark "Peer" for rubber heels upon a prior registration of the word "Peerless" for the same goods;

the trade-mark "Peer" having been registered under the provisions of the Act of February 20, 1905, and the trade-mark "Peerless" having been registered under the provisions of the Act of March 19, 1920. This appeal raises, directly, the question as to the right of the Patent Office to reject registration under the Act of 1905, by reason of a prior registration of a non-identical mark under the Act of 1920. The Court reversed the decision of the Examiner of Trade-Marks upon the ground that the certificate of registration under the Act of 1920 carries with it no presumption of continuing use because, unlike a 1905 registration, it affords no evidence of ownership, and that, hence, in an opposition proceeding, an opposer whose mark is registered under the 1920 Act must prove that such mark is in use.

## **RELATIONSHIP BETWEEN "CUE" AND "Q"**

Landith Laboratories, Inc., brought suit against Colgate-Palmolive-Peet Co. in the United States District Court, in the Southern District of New York, alleging that the use of the letter "Q" by the defendant upon liquid dentifrices is an infringement of plaintiff's use of the word "Cue" and moved for a preliminary injunction.

The Court stated that there are numerous instances of the use of the word "Cue" and the letter "Q" as trade-marks for different products, and that, therefore, the most that the plaintiff can hope to protect is its right to the use of its mark on its particular products, and as the products are different, and as the facts were in dispute, and as there was no showing of injury to the plaintiff, the Court denied the motion for a preliminary injunction.

## **NON-INFRINGEMENT OF FLOWER DESIGN BOTTLES**

S. R. Leon, Inc., brought suit against Parfums Schiaparelli, Inc., in the United States District Court, for the Southern District of New York, alleging that the defendant had infringed a certain design patent, which design patent was directed to a bottle in the shape of a flower entirely inclosing a bottle so that only the stopper of the bottle protrudes through the flower, and, hence, the flower appears to be the perfume receptacle. The defendant's container comprised a rectangular perfume bottle set in a base, or holder, which is in the shape of an open flower, practically all of the bottle ex-



tending above the base, and, hence, the bottle itself appears to be, and is, the perfume receptacle. The Court stated that the test of infringement in a design patent case is whether an ordinary purchaser would purchase defendant's product believing it to be plaintiff's; whether the two designs have substantially the same effect on the eye, not the eye of an expert but the eye of an ordinary observer, giving such attention to the matter as purchasers usually give. It held that the differences between the two products are obvious and great, even to the eye of the casual observer; in plaintiff's design, the dominant feature is the flower, in the defendant's it is the bottle, and the Court, therefore, held that there had been no infringement.

#### TRADE-MARK INFRINGEMENT

Renaud, Inc., brought suit against John H. Davis, in the United States District Court of Massachusetts, alleging trade-mark infringement and unfair competition.

The Court stated that a similar suit between the two parties previously arose in that Court involving the same issues and the Court there held: whereas the defendant uses the same trade-mark as the plaintiff, it is a fraud on the public, but since the plaintiff uses its mark fraudulently it has no right in equity and, in that case, a preliminary injunction was dismissed, stating, however, that the injunction would have been issued had the plaintiff had a standing in Court.

The question of plaintiff's fraudulent act involved upon the fact that its predecessors, from whom it had obtained title to the mark, had placed upon the market a product of high character at high prices; whereas the plaintiff, after obtaining a right to the trade-mark, had offered the public a cheaper and inferior product, continuing to use its trade-mark thereon without calling to the attention of the public that there had been a change in the place of origin or ownership of the concern and of the perfume, and, therefore, the public had a right to believe that the new and cheaper perfume was the same perfume that had previously been purchased at higher prices. The Court, however, in rendering its decision, stated that it seems a pity that the defendant, who has not a leg to stand on, should be permitted to infringe the plaintiff's trade-mark with impunity.

#### National Sales Tax in 1941

THERE is much speculation emanating from Washington relating to the revenue revision of 1941, reports indicating a large-scale increase in taxation; that corporate excise taxes are to be increased, gift and estate taxes increased, income taxes increased, existing manufacturers' excise taxes and import taxes increased, and a further increase in the distilled spirits tax. Many avenues of revenue, among others, soft drinks and finished and fountain syrups, taxed under the Revenue Act of 1932 and since dormant will be resurrected. This is deemed neces-

sary in order to meet the general expenses of government and provide for national defense.

There is some discussion in Washington favoring enactment of a national sales tax as a defense measure. A national sales tax at this time probably would be a more equitable tax than any of those mentioned above. There are 23 states in which sales or use taxes are now in effect in some form. There is no reason why a national sales tax could not be added to the various state sales taxes and the revenue derived from this source immediately turned over to the federal government.

When the question of a national sales tax was considered by Congress, the hue and cry raised by labor always revolved around the theory that it places an undue burden on the worker and the poor, and that it has a tendency to decrease consumption by the public. From actual experience in the various states in which state sales or use taxes are in effect this has been disproved.—*John H. Beach.*

#### Drug Wholesalers 10 Years Hence

I DOUBT if there will be more wholesale druggists in this country ten years hence, but I am certain that their activities will be broadened considerably. Certainly their sales forces will be expanded. This will be due partly to a growth in population, which will result in more retail drug outlets. If we watch our step, there will still be fair trade laws on the statute books. As times go on, these still further improved stabilized market conditions will necessitate newer and more intelligent methods of merchandising, so that the retail druggist will become a still better merchant, and be in a position to make a better appeal to the consumer than he does today.

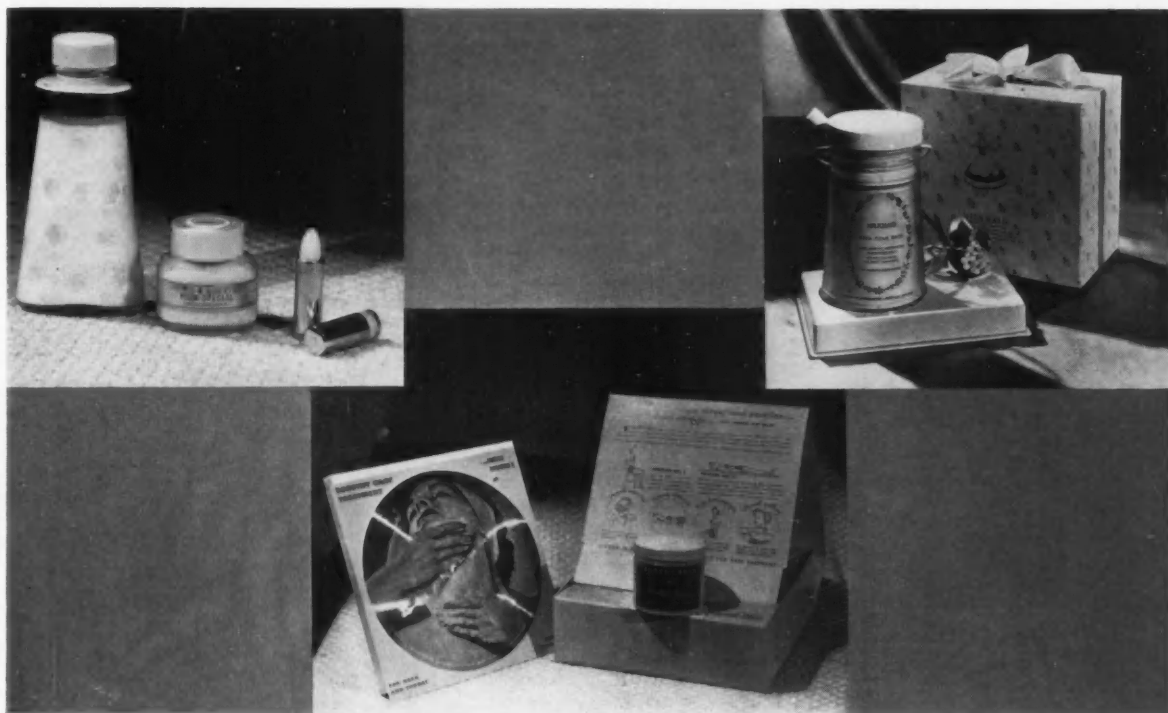
I think that the wholesalers will introduce a periodical bulletin service compiled for them by a staff of experts of the various lines of merchandise carried by the druggists which require special attention, and certainly cosmetics and toilet goods come under that category. It is also possible that the wholesale druggists will find it good business to inaugurate merchandising schools throughout the country, to which will be invited druggists.

I furthermore predict that the wholesalers will have more specialty salesmen, not only to tie up with the type of bulletins mentioned, but because of the realization that more time will have to be spent with every druggist in order to educate him to the more improved methods of selling, display and merchandising.

I believe that despite the small amount, and I use those words advisedly inasmuch as they are quotations from remarks made at previous meetings of yours, of "own goods" sold (I am not referring to pharmaceuticals, etc., but to toiletries), you will some day in the very near future discontinue such lines entirely, realizing that the efforts now devoted to them would bring better results if given over to manufacturers of nationally advertised and nationally branded merchandise.—*H. L. Brooks in N.W.D.A. address.*



## New TOILET GOODS Review



**Winter Beauty Aids:** For winter sports enthusiasts or for those whose skin needs extra protection during winter months, Helena Rubinstein offers three new items. One is her Town and Country Make-Up Film Special which is compounded on the same principle as her Town and Country Make-Up Film but has a heavier consistency for added protection.

The second new item is Sportstick, offered as a foundation for lipstick and as an aid to the problem of chapped lips. It comes in a trim case.

To meet the problem of hand, face and body dryness, a winter lotion for all-over use is now available at this firm. It is a flesh-colored liquid cream. The bottle has a white cap and gold-colored label.

**Milk Maid Foam Bath:** To their recently introduced cleansing milk, Milk Maid, Inc., adds a foaming milk bath made of 70 per cent whole dehy-

drated milk with a hyacinth fragrance. It is offered in a crystal milk pail decorated with painted pink and blue blossoms. A silvery measuring shovel decorated with a sprig of pink and blue flowers is included.

**Turbanway:** Another aid to the busy woman who postpones getting a new permanent wave because of the time spent in one session at the beauty parlor is offered in Turbanway. With this new method which is said to require no metal, no wires, no machinery and no heat, the client has her hair set in one hour and a quarter although some heads can be set in 50 minutes. The hair is then covered with an airproof cap—"sealed" is the term used by Mrs. Ethel Gilchrist, the creator—and a turban draped on the head after which the client leaves the salon and pursues her regular activities. When she returns next day, the hair is unwound, a contraction fluid applied, the hair

shampooed, set and dried. This takes about three-quarters of an hour more than the regular shampoo and fingerwave.

Turbanway comes in individual boxes containing the curlers and the fluids. The turban is gratis.

**Throat Record Set:** A series of throat and neck exercises, set to music, combined with a jar of throat cream, is one of the new items from Dorothy Gray. The neck exercises are on one side of the phonograph record and the throat treatment instructions on the other. The throat cream is applied before the exercises and a second application is made after the exercises and before the throat patting. For dry or lined throats, the cream is left on overnight.

The series of exercises are the same as those given in the Dorothy Gray salon, based on a combination of local stimulation-massage, patting and exercise.

# desiderata

*Comment on interesting new chemical developments and their application in the creation and manufacture of toilet preparations*

by MAISON G. DENAVARRE



**Water-in-Oil Emulsions**—A series of new emulsifying agents, which when mixed with fats produce emulsions of water-in-oil, now are available. The esters are the oleates of mannitol and sorbitol and their anhydro products. The materials are light amber colored fluids with a faint but pleasant odor. An absorption base can be made with them by melting four to five per cent into a hydrocarbon mixture containing some lanolin. The resulting base can readily emulsify an equal weight of water when the mixture is warmed to about 60-65° C. The creams formed show excellent stability at both high and low temperatures.

**Methyl Cellulose**—If you have been able to use methyl cellulose in your product, it may interest you to know that a new very viscous grade has just been made available by an American producer. While on the subject, it is not amiss to mention that methyl cellulose mucilages form only in the cold, and that the use of hot water causes dispersion of the fibers. Many have tried to make the mucilage with boiling water, to no avail. It is a fact. The mucilage forms in the cold.

**Magnesium Trisilicate**—Someone is going to work out a product or two with magnesium trisilicate, especially the filter cake that can be made into a nice paste-like consistency. Magnesium trisilicate is closely related to

talc but is made synthetically. It has high adsorbent powers and is an excellent neutralizer for acids. It works slowly but its action is prolonged.

**Cosmetic vs Acid Skin**—The Federal Trade Commission has just ordered a cosmetic manufacturer to cease using the term "acid skin," since it finds that "there is no disease or abnormal pathological condition properly described as *acid skin*." Remember a few years ago when a certain soap manufacturer started a series of advertisements in which was featured the term "cosmetic skin," which term continues to be used from time to time, or which is implied by the language used? Wonder if the soap manufacturer is just lucky? There certainly is no such pathological condition recognized as "cosmetic skin"!

**Wax Bulletin**—Twice as large or more, than any Bulletin published to date. No wonder it took time to get it together. And that's what makes it doubly useful. To get it, send in your request and the Bulletin will be mailed to you. It has a mess of stuff on all kinds of waxes, common and unusual. It gives you complete information on the newer microcrystalline waxes that are going to play an increasingly more important role in the cosmetic industry. Then there are formulas for divers cosmetics in which the waxes are a main com-

ponent. If you have missed any of the other Bulletins you have missed a lot, but if you miss this Bulletin you miss twice as much. Better get your order in. It's free to subscribers.

**Costs**—The Federal Trade Commission has just issued some costs of doing business in two industries, *railroad equipment* and *automobile*. That for railroad equipment is given first: total cost of goods sold (exclusive of taxes, social security pension fund, selling expenses, administrative and general office expenses, research and development, etc.) represented 81.7 per cent of every dollar of sales. Of the total cost of goods sold, raw materials represented 41.2 per cent of sales; production wages and salaries 18.3 per cent; other costs and expenses (not listed as expenses) 11.8 per cent; depreciation and obsolescence of plant facilities 8.5 per cent; finished goods purchased for resale 1.9 per cent; total items listed as expenses come to 14.5 per cent of total sales. Of this expense, selling expense is 3.4 per cent of sales, advertising 0.2 per cent, administrative and general office expense 6.3 per cent, research and development 0.9 per cent, uncollectible accounts 0.1 per cent, taxes, other operative costs, social security payments, etc., accounted for the rest.

In the automobile industry eight corporations did \$2,974,366,192 in sales for 1939. A neat figure of almost three billion dollars. Cost of goods sold was 79.1 per cent of sales dollar; gross margin 20.9 per cent. Of the cost of goods, raw materials represent 53.5 per cent of sales, production wages and salaries 17.6 per cent, other costs and expenses not listed under expenses 5.0 per cent, depreciation to plant facilities 2.8 per cent and goods purchased for resale 0.2 per cent.

From the gross margin of 20.9 per cent is deducted an expense of 11.1

per cent, leaving a total net revenue from manufacturing and trading of 9.8 per cent of every sales dollar. Breaking the expenses down, selling expense represents 2.9 per cent of sales, advertising 2.3 per cent, administrative and general office expense 1.2 per cent, research and development 1.1 per cent taxes, social security, etc., accounting for the remainder.

Analyze these figures in terms of your own business. They might point out some weakness in your financial structure. Do you set aside a fund for research and development? Advertising? I mean you small fellows who do less than \$50,000 a year—yes, even some of the bigger fellows who do more than \$250,000 a year. Do you set aside enough money for research? Is it any wonder there are so few really NEW products on the market? And you talk about the chiseling competition! Don't blame it all on chiselers. If you had the goods, chiselers couldn't come near you. Wonder how your advertising stipend stacks up?

**Emulsified Lipstick**—A fellow showed me an emulsified lipstick not long ago that looked pretty good indeed. The stick contained about 15 per cent water. The only mistake was that borax was used to emulsify the product. Had triethanolamine been used, the crystals of boric acid and unreacted borax would not have formed on the surface giving the semblance of a mold growth. The stick cast well, had a good appearance and applied easily. It's an idea . . . if it could be made practical.

### Color Regulations

**A** 54-PAGE booklet containing the text of the regulations for listing coal tar colors which are suitable for use in cosmetics, foods and drugs may be had by writing to the Food and Drug Administration, Washington, D. C. Included are lists of colors approved as well as specifications for the identity and purity to which they must conform in order to be certified. It also contains regulations covering certification of mixtures of certified colors with diluents, fees and other pertinent information. The appendix contains sample forms and general labeling requirements for coal tar colors.

## QUESTIONS & ANSWERS

### 328. Fast Drying Lotion

*Q: I would appreciate it very much if you would supply me with a formula for a finger wave lotion that would dry fast without the use of alcohol. I have been using quince seed which was satisfactory but now is difficult to secure. The enclosed formula produces a cloudy lotion. Could you suggest what could be added to the formula to produce better results? I am also interested in experimenting with monoethanolamine sulfite in permanent waving solutions. E. C., Ind.*

*A: You are not alone in your finger waving solution problem. If we knew the answer, we would be glad to tell you, but we don't. The fastest drying lotion for finger waving contains no gum, but if gum must be used, the percentage should be kept as low as possible, for as the total solids increase so increases the drying time. The percentage of borax in the formula you sent is much greater than is ordinarily used. We see no advantage in using acetic acid or sodium acetate in your formula. After making these changes, let us know how your solution works. The source of supply for monoethanolamine sulfite has already been given to you by separate mail.*

### 329. Perfume in Face Powder

*Q: I am just wondering if there is some quick method of maturing perfume in face powder without the use of long storage. I am attaching a copy of my face powder formula. Please give your comments. L. A., Mich.*

*A: To our knowledge, there is no quick method of maturing perfume in face powder. Storage for a period of time is the only way this can be accomplished. Regarding your face powder formula: We do not recommend the use of bismuth sub-carbonate*

*found in your product. Your formula should contain less calcium carbonate and more talc. Otherwise, your formula looks all right.*

### 330. Oleic Acid in Formula

*Q: Can you tell us how to add oleic acid successfully to a permanent waving solution, the formula of which is enclosed. Regardless of how we do it, the oleic acid stays on top in an unsightly film. Please give us the correct heating and steaming time for this solution on fine hair. H. T., Ind.*

*A: The difficulty you are having is due to the salting out of the oleic acid soap by the electrolytes in your permanent waving solution. You will have to use some stronger emulsifying agent such as one of the wetting agents described in THE AMERICAN PERFUMER Bulletin on Wetting Agents. You do not advise how your solution is used, namely, straight or diluted. Hence, it is impossible to hazard a guess as to the steaming time. Your best bet is to make test curls and determine your steaming time in this manner.*

### 331. Fluffy Cream

*Q: Can you tell me of an ingredient that I could incorporate in my massage and vanishing cream that would make it real fluffy as if it were whipped? M. J., Ohio.*

*A: The use of carbonates in the manufacture of vanishing cream would give a very fluffy product. However, such fluffing is temporary. Once the entrapped carbon dioxide escapes, the cream will settle. Such settling is not sudden, but progresses over a period of time. Accordingly, if you are interested in a temporary effect, please advise and we will suggest a formula and method of manufacture.*

# Packaging

## PORTFOLIO



BAROU



YARDLEY



L'ORLE



ELMO



**PARFUMS BAROU:** Jeanine, a new perfume of this firm, is presented in a slender half-ounce bottle with a green and gold label. It is packaged in a beige suede and gold box.

**YARDLEY & CO.:** An atomizer designed for one-hand operation features the new presentation of English Lavender and Bond Street toilet water, which come in a six-ounce size.

**PARFUME L'ORLE:** Bud Vase fragrances are offered in porcelain-type containers designed for use as bud vases when the eau de toilette is finished. There are six Pan-American scents.

**ELMO SALES CORP.:** A sift-proof screw-top cover with fluted design features the new plastic container for Margo face powder. It comes in a shell pink with pale blue tracery.

**ROYAL POLYNESIA PERFUMERS:** Princess Laniloa line includes five colognes and six perfumes. Tahitian fiber decorates the bottles and the boxes are covered with Hawaiian tapa. One base is of white mushroom coral.

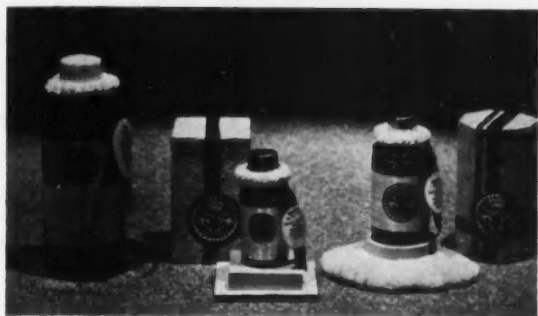
**LYNDON PRODUCTS CORP.:** Lady Lyndon, the new line of this company, includes six items. Family resemblance is maintained by use of the same style script for the name.

**GARRY PRODUCTS:** Miniature velvet mittens, in pastel shades, and tiny felt slippers are two new sachets from the house originating Whoopsy Daisy. Each comes in transparent case, bedecked with ribbons and nosegay.

**ALAIN-RITCHIE:** Deep South, Scarf and Sweet Grass are the names of these newcomers. The perfume package is the same for all three but each cologne has a distinctive one. Two sizes of perfume are offered.

**SHULTON, INC.:** Post Box joins the Old Spice line next month. It contains toilet water, soap, talcum and sachet, the latter being inscribed "Remember Me When Far Away." Early American motifs cover the box.

**MAISON JEURELLE:** Old Rose, Magnolia and Blue Field Flower are the scents for the new bath essence, offered in square glass bottles decorated with tiny floral garlands.



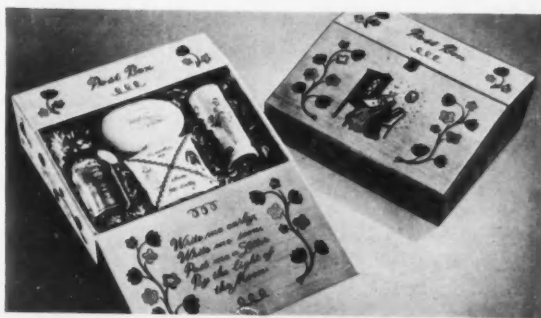
ROYAL POLYNESIA



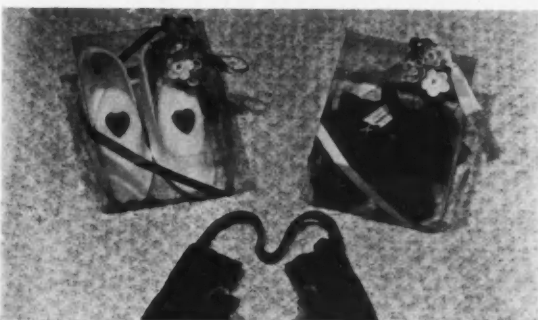
ALAIN-RITCHIE



LYNDON



SHULTON



GARRY



JEURELLE



## EDITORIALS

### NEEDED: ALCOHOL TAX REVISION

THE injustice of the present tax on alcohol for industrial purposes is emphasized by figures released by the Flavoring Extract Manufacturers' Association. It is shown that in a tank car of 6000 gallons, the alcohol costs \$1,410, but the tax on that alcohol is \$34,200. This is about 24½ times the cost of the alcohol.

In their tax provisions, every other nation distinguishes between alcohol used for beverage and alcohol used for industrial purposes. When it is taxed by other countries, non-beverage alcohol is always taxed at a much lower rate. Such procedure only is in harmony with the canons of sound taxation worked out of experience by experts in taxation in the last forty years. It has even been argued with some plausibility that a differential tax would permit the sale of so much more of the products containing alcohol that in the end as much revenue would be produced for the government as is produced by the present tax. No emergency justifies the continuance of the alcohol tax in its present form; for it is a manifestly unjust burden and restriction on industry and on the consumer.

### WILL HISTORY REPEAT ITSELF?

AT the close of hostilities in the Napoleonic wars in 1816, in the Civil War in 1865 and in the World War in 1918 there was an immediate and sharp drop in business activity which lasted no longer in any instance than 18 months. Then followed a sharp upturn, followed at varying intervals by another drop in business activity of longer duration. This in turn was followed by a period of business activity and a subsequent depression of eight or ten years. The similarity in each case of the course of business activity would seem to lead to the conclusion that when peace comes in the present war, history may again be expected to repeat itself.

This time it seems probable that it will not do so. Since the turn of the century the science of government has advanced tremendously. Since then the

more progressive governments have assumed new and broader functions as they have more fully understood how vitally their political welfare is bound up with their economic well-being. And just as in the past they solved the problem of plagues which had come to be regarded as inevitable, so, too, they now are coping with diseases of the economic body. Almost as much study is being given now by governments, including our own, to meeting the economic problems which peace will present as is given to current problems. Sound, carefully considered planning and the new spirit of cooperation between government, capital and labor may be expected to obviate the more serious economic conditions which, experience shows, arise with the termination of hostilities.

### STANDARDS FOR ESSENTIAL OILS

BACK in 1923 when the Perfumery, Soap and Allied Trades of New York, the association which succeeded the old Aroma Club, held monthly meetings to discuss the ills of the industry, the subject of establishing practical standards for essential oils was first seriously broached. The suggestion was ridiculed at the time and as a result it was tabled. Soon afterward the association was disbanded, its purposes were abandoned and its surplus funds were donated to charity.

The idea persisted, however for it was basically sound. Now, after ten years of voluntary work by skilled chemists, the Essential Oil Association of the U. S. A. has compiled a book of standards. From this, over the years, it is predicted there will grow a work that will serve the essential oil using industries in many useful ways. The work was done by some of the ablest essential oil chemists, as it should be; and as it has the authority of the Essential Oil Association of the U. S. A. back of it, as it should have, it is expected that its standards will be recognized by governmental administrative agencies and by the essential oil consuming industries; for it is intended to aid both.

THE AMERICAN PERFUMER

# Flavors

INDUSTRY SECTION



*A section designed to chronicle the activi-*

*ties and to epitomize the spirit of energy,*

*the new viewpoint and the desire of the*

*flavor products industry to be in the fore-*

*front as ways improve and methods change*

## USING GELATIN AS A STABILIZER IN EMULSION SYSTEMS

*Excellent flavors may be prepared in  
emulsified form . . . Technique*

by L. F. TICE<sup>\*</sup> and K. W. PERCIVAL<sup>\*\*</sup>

IN a recent issue of THE AMERICAN PERFUMER, Redgrove (1) has written an excellent article pointing out the importance of emulsion flavors in the food industries. It was also suggested that, to quote Redgrove, "there is here a field for further research having as its object the production of tasteless and flavorless edible emulsifying agents for the production of emulsion flavors."

### PROHIBITIVE ALCOHOL TAX

There is at present an added importance to such products due to the almost prohibitive tax on alcohol for use in the preparation of flavor extracts.

Inasmuch as one of us had spent several years in fundamental research in the development of special edible gelatins for emulsion use (2), and the other was interested in this problem from the production standpoint, a cooperative investigation was begun which has led to the development of some excellent flavor emulsions which have already been introduced on the market but without patent restrictions. It is the purpose of this paper to present the results of this investigation and to present formulas that may be followed by those interested in developing such products.

Whitmore and Linehan (3) have written an interesting paper on the subject of flavor emulsions in which they develop formulas for the preparation of transparent emulsions by the adjustment of the refractive index of the dispersion medium with sugars to match that of the oil. In their experiments, it was found that gelatin proved the most suitable emulsifying agent of all those studied.

During the past few years a more complete understanding of the properties and behavior of gelatin as a colloid has led to the correlation of several factors that must be controlled if the best results are to be achieved through its use. It has been found that the nature of the precursor and its treatment, the jelly strength and pH control are of utmost importance in using gelatin as a stabilizer in emulsion systems. For example, there are two entirely different types of gelatin commercially available, one from an acid-treated precursor and whose iso-

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<sup>\*\*</sup> Chemist, Limpert Brothers, Vineland, N. J.

electric zone is pH 7.5-8.0; the other is obtained from an alkali-treated precursor and has an isoelectric point at pH 4.7. In using these gelatins for emulsions, they are not interchangeable since the former must be used at a pH of 3.0-3.2 whereas the latter requires a pH of 7.0-8.0. Those interested in the underlying theory in this difference in behavior may refer to papers listed in the bibliography appended here.

#### TWO GELATINS FOR EMULSION USE

In order to clarify this situation there now are marketed two special edible gelatins for emulsion use which are available from several sources under the names Pharmagel A and Pharmagel B.

One of the first problems involved in the use of gelatin as an emulsifying agent for flavors is that with dilute emulsions creaming is very evident and is due to the low viscosity of such products. If enough gelatin is used to provide a thick emulsion which will not cream, the product will gel if placed in a cold place. To overcome this difficulty, one may use tragacanth as a thickener in the emulsion. Tragacanth alone, however, without gelatin is unsuitable since it possesses such poor stabilizing action. In attempting a combination of gelatin and tragacanth one is immediately impressed by the incompatibility existing between gelatin from an acid-treated precursor (Pharmagel A) and all gums. This is due to coacervate formation as a result of their possessing opposite electrical charges (4) (5). The other type of gelatin (Pharmagel B) is quite compatible and, consequently, must be employed in such combinations.

In our experiments it was thought that transparency was not an important factor and consequently this point was disregarded.

#### TECHNIQUE

After several preliminary experiments the following technique was developed which gave very excellent and stable products:

A nucleus emulsion is prepared by mixing together 1 part of volatile oil with 2 parts of a 1½ per cent gelatin solution adjusted to approximately pH 8. The dispersion must be accomplished by the use of an homogenizer or colloid mill since an ordinary mixer is not satisfactory. This nucleus emulsion is then "cut" with a tragacanth suspension previously prepared and the pH dropped back to 5-6 by the use of citric acid. The nucleus emulsion should not be allowed to stand but should be mixed with the tragacanth suspension immediately after its preparation.

#### WORKING FORMULA FOR LEMON OIL

A working formula for a lemon oil emulsion which has found considerable favor on the market is as follows:

Part I		
Lemon oil	5	oz.
Hot distilled water	2	oz.
Pharmagel B	0.15	oz.
Cold distilled water	8	oz.
Sol'n NaOH (10 Gm./100 cc.)	0.3	cc.

#### Part II

Alcohol 95%	10	oz.
Pwd. tragacanth "U.S.P.A."	2	oz.
Sol'n citric acid (50%)	0.3	cc.
Water	73	oz.

Dissolve the gelatin in the hot water, add the cold water and the solution of sodium hydroxide (to give pH approximately of 8). Add the lemon oil and shake or agitate well until thoroughly mixed and coarsely emulsified. Now homogenize until the old particles are between 2-4 microns. This usually requires passing through the homogenizer two or three times.

Suspend the powdered tragacanth in the alcohol and add with stirring to the water. Now add the emulsion (Part I, the citric acid and color (Yellow Certified) if desired. Stir until smooth and homogeneous.

#### CONCENTRATION OF OIL

If a concentration of oil other than five per cent is desired the process is exactly the same except the ratio of mixing Part I and Part II is altered accordingly. The grade of tragacanth employed will govern the amount required. In these experiments a U. S. P. grade "A" tragacanth was employed. The finished emulsion should have the consistence of a heavy cream.

Several outstanding virtues of the above product have been noted. It is quite stable and shows complete lack of tendency to become terebinthinat on aging. Upon dilution with syrup or water a fine permanent "cloud" is produced which is a very desirable feature in this type of product.

The alcohol in the formula serves solely as a preservative and it may be reduced somewhat provided other suitable preservative is added.

Using the method outlined above, almost any flavoring oil may be prepared in emulsified form and even products such as amyl acetate may be successfully emulsified. Emulsions containing as much as 20 per cent oil of lemon have been kept over a year without change.

In conclusion, the authors wish to point out that the method described utilizes the outstanding stabilizing action of gelatin under optimum conditions. Such emulsified flavors should prove of interest to the food and beverage industry.

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- (3) W. F. Whitmore & R. E. Linehan, *J. Ind. & Eng. Chem.* 21, 878, 1929.
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#### F. E. M. A. Meeting

PLANS are already underway to make the coming annual meeting of the Flavoring Extract Manufacturers' Assn. in Atlantic City, N. J., in June the greatest in its history. Vital matters will be considered and a record attendance is expected.



## A New Vehicle for Vanilla

*Glycerine-corn syrup solvent is inexpensive, fluid, stable and free from fermentation*

by C. W. LENTH, *Glycerine Producers' Association*

ALCOHOL has long been used as a solvent for flavoring extracts, but because of the high price of tax-paid alcohol and government red tape connected with it there is a growing interest in the use of other vehicles for flavorings.

Some years ago De Groote<sup>1</sup> studied the possibilities of glycerine as a solvent for flavors. He found that it can be successfully employed in vanilla flavors both as a solvent and extractant for vanilla beans. While glycerine is a satisfactory solvent for vanillin and coumarin, it has the disadvantage of being still relatively high priced in comparison with the other ingredients used in the food industries even though it is considerably cheaper than alcohol.

### REDUCING COST OF SOLVENT

In order to reduce the cost of the solvent some flavor manufacturers employ dilute water solutions containing 5 to 10 per cent of glycerine as solvents for vanillin-coumarin flavors. However, glycerine solutions in this concentration range are not always stable as under some conditions they are subject to attack by micro-organisms.

In the search for a means of overcoming this characteristic of dilute glycerine solutions, it was found that corn syrup (43° Be) is effective. This material has about the same solvent power for vanillin as water (see Table 1) with the advantage that it may be used to dilute glycerine without danger of spoilage. As ordinarily supplied, this material has a solids content of about 82 per cent and by adding glycerine and water so that the final mixture has a solids content of about 50 per cent and a glycerine content of 25 per cent a stable vehicle for flavors may be prepared. Corn syrup itself is sometimes used as a vehicle but its solvent power is low and its viscosity is so high that it is not very satisfactory. If diluted with water it is subject to fermentation.

A working formula based on the above recommendation is as follows:

Corn syrup (43° Be) .....	60.6%
Glycerine U.S.P. ....	26.3
Water .....	13.1

This solvent has the advantages of cheapness, fluidity, stability and freedom from fermentation.

### SOLUBILITIES OF VANILLIN AND COUMARIN

The solubilities of vanillin and coumarin in glycerine solutions and the above corn syrup-glycerine vehicle are given in Table 1.

TABLE 1—Solubilities of vanillin and coumarin at 25° C. (Per cent by weight)

	Vanillin	Coumarin
Water .....	0.94%	0.19%
5% Glycerine .....	.....	0.20
10% " .....	0.98	0.20
20% " .....	1.02	0.24
50% " .....	1.37	0.30
75% " .....	1.75	.....
95% " .....	2.43	0.84
Corn syrup-glycerine vehicle .....	1.19	0.32
10% Corn syrup solids in water .....	0.93	.....
50% " " " " " " .....	0.95	.....
60% " " " " " " .....	0.94	.....

The solubilities of a combination of vanillin and coumarin are somewhat higher in the corn syrup-glycerine vehicle than shown in the above table for individual solubilities. This is shown in Table 2.

TABLE 2—Solubilities of vanillin and coumarin alone and in admixture in corn syrup—glycerine vehicle at 25° C.

	Vanillin	Coumarin	Total Flavor Solids
Alone .....	1.19%	0.32%	1.51%
Mixture .....	1.35%	0.56%	1.91%

It should be mentioned that the solubilities given above are the true solubilities, that is the solutions were saturated in the presence of an excess of the solid compounds and subsequently analyzed by the A.O.A.C. method. Vanillin and coumarin tend to form supersaturated solutions in glycerine-containing solvents and therefore solutions of the above concentrations are stable at considerably lower temperatures than 25° C. (77°F.) and also it is possible to increase beyond saturation the amount of flavor dissolved by warming the solutions above room temperature. Mange & Ehler (*Ind. & Eng. Chem.* 16, 1258, 1924) determined the solubilities of vanillin at 13°C. (55.4° F) in the presence of excess vanillin and in its absence and found that supersaturated solutions of from 30 to 50 per cent higher vanillin concentration than normal could be prepared. Similar results were obtained in these laboratories with vanillin and also with coumarin.

### SUPERSATURATION

The significance of this phenomenon of supersaturation is that solutions of maximum concentration may be prepared without any appreciable danger of separation if the temperature of the solutions is reduced. However, it is probably not advisable to attempt to store such supersaturated solutions for long periods.

The solubilities of vanillin in aqueous alcohol solutions as determined by Mange & Ehler are given in Table 3.

TABLE 3—Solubilities of vanillin in aqueous alcohol solutions at 23.9° C.

% Ethyl Alcohol by volume	Vanillin / 100 cc Solvent
0	0.90
5	1.10
10	1.35
15	1.90
20	2.80
25	4.70
100	67.22

It will be noted that the solubilities of vanillin and coumarin in the new solvent are substantially the same as those of these compounds in 20 per cent glycerine solutions. At first glance it may,

<sup>1</sup>THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, April, May, June, July, August (1920).

therefore, seem unnecessary to add corn syrup to the mixture but it should be recalled that glycerine solutions of lower than 50 per cent concentration are at times susceptible to mold growth and therefore the use of the added inert materials is advisable. It will also be noted that the solubility of vanillin in the new solvent is comparable with its solubility in 10 per cent alcohol.

The cost of the corn syrup-glycerine vehicle as compared with the cost of other solvents of comparable solvent power is given below, together with the approximate market prices of the pure solvents upon which these costs are based:

Corn syrup-glycerine	5.7¢ lb. (62.3¢ gal.)
20% glycerine	3¢ lb. (26¢ gal.)
10% alcohol (by volume)	8¢ lb. (tax paid) (66¢ gal.)
10% " " "	0.32¢ lb. (tax free) (2.6¢ gal.)
Corn syrup	3¢ lb. (35.5¢ gal.)
Glycerine (USP)	15¢ lb. (\$1.56 gal.)
Alcohol (tax paid)	\$1.00 lb. (\$6.80 gal.)
Alcohol (tax free)	4¢ lb. (27¢ gal.)

While 10 per cent alcohol on the tax free basis is by far the cheapest of these solvents, it is not available for industrial use and consequently its inclusion in the above list is only of academic interest.

On the basis of the solubilities given in Tables 1 and 2, it is seen that while minor variations from the formula for the glycerine-corn syrup vehicle are permissible, they should be in the direction of more glycerine, because glycerine is the active solvent. If more water is used the danger of fermentation is incurred. If a more concentrated flavor is desired, the glycerine content of the vehicle may be increased to any desired point.

#### SUGGESTED FORMULA

A formula to make ten pounds (about one gallon) of an excellent imitation vanilla flavor containing 1 per cent flavor solids is as follows:

Corn syrup (43° Be)	6 lb.	1 oz.
Glycerine USP 95%	2 "	10 "
Water	1 "	5 "
Vanillin	1.2 oz.	
Coumarin	9.4 oz.	
Caramel coloring	to suit	

### Alcohol Tax Reduction

A CONFERENCE was held in Washington, D. C., December 10, 1940, with the Hon. John L. Sullivan, assistant secretary of the treasury, in regard to the establishment of a differential in tax on alcohol intended for beverage and non-beverage purposes.

The Flavoring Extract Manufacturers' Assn. of the United States was represented by its president, John H. Beach; George H. Burnett, chairman of the F.E.M.A. Alcohol Tax Reduction Committee; and John S. Hall, attorney. Others present were Rowland Jones, Jr., representing the National Association of Retail Druggists, and J. H. Hardy of the Chattanooga Medicine Co.

The exorbitant tax on alcohol for non-beverage purposes; its unfavorable reflection on the food and drug industries was discussed, and it was the consensus of opinion that unless relief was granted, the

food and drug industries would be forced to use solvents other than alcohol in the manufacture and sale of food and drug products.

President Beach requested the privilege of supplementing the hearing with a brief on the subject matter, which was filed the following day. Under date of December 14 Assistant Secretary of the Treasury John L. Sullivan acknowledged receipt of the brief, and referred it to the Hon. Stewart Berkshire, commissioner of the Bureau of Internal Revenue, Alcohol Tax Division, for consideration.—*John S. Hall.*

### Repacking Certified Color

CERTIFIED coal-tar color can be repackaged only by the person to whom the certificate is issued unless the repackaged lot is recertified. Changing certified color labels is not prohibited if the required information is carried over to the new label and records of the identity of the lot are maintained.

On this point the Food and Drug Administration says:

" \* \* \* you inquire whether a customer who purchases from you a barrel of liquid color, from a batch which has been certified to you under a definite name, can repack this color in smaller containers (presumably under his own label) without recertification providing the customer continues to use the name and other marks of identification for the certified color and keeps accurate records showing the disposition of the quantity purchased.

We wish to call to your attention section 135.10 (d) \* \* \*. This section states that:

"A certificate shall expire with respect to any coal-tar color covered thereby if the package in which such color was closed for shipment or delivery is opened, unless opened solely for repackaging by the person to whom such certificate was issued \* \* \*."

It is our opinion that this section will make it necessary for your customer to have recertified the liquid color which he purchased from you.

Neither the \* \* \* Act nor the regulations promulgated under its authority prevents changing the labels of certified coal-tar colors. It is, of course, necessary that the original label and the language placed upon the relabeled product comply completely with the requirements of the statute and the regulations. The original certification number, the quantity of contents statement, and the other required information should, of course, appear upon both labels. If the name which appears upon the package is not that of the actual manufacturer, it should be qualified by appropriate language such as "Manufactured for" or "Distributed by." Certainly the lot number would be required to appear upon both labels. If relabeling operations are conducted upon certified colors, the firm that changes the label should, of course, maintain adequate records so that the identity of the lot could be established at any time, and the name of the color should not be changed.

## Soft Drink Bottle Containers

THE question was asked as to whether or not retail six-bottle containers in which soft drinks are sold would be considered a package or carton upon which the mandatory label statements must be displayed. It was pointed out that these retail cartons are principally used for display purposes and for the convenience of the consumer who desires to purchase a half dozen or so of the bottles and carry them home. The inquiry was answered, "If these cartons are so constructed that they in no way affect the visibility of the mandatory label information displayed upon the individual bottles themselves, we are not inclined to regard it as necessary that the mandatory label information be repeated upon such outer cartons or holders."

## Method of Designating Flavor

A MANUFACTURING formula for a flavor made from strawberries and a small amount of raspberries fortified with certain essential oils and plant extractives was submitted to the Food and Drug Administration. Comment on the labeling on such a product follows:

According to the formula submitted, your product is manufactured from a substantial proportion of strawberries, namely, 45 lb. of fruit per gallon. In addition, it contains a small percentage of raspberry extract and varying quantities of five plant extractives or essential oils.

While the amounts of plant extractives and essential oils are small, they contribute materially to the flavor and odor of the article as shown by an organoleptic examination. We are of the opinion, therefore, that it would be misleading for you to name this article "Strawberry Extract" as you propose. This name would not meet the requirements of the Act. In view of the substantial proportion of fruit used in the manufacture of the product, we are not disposed to class it as an imitation strawberry flavor. So far as the particular product which you submitted is concerned, we believe that it will not be a misbranding under the Act to name it "Strawberry Flavor, Reinforced with Natural Flavors," all words in the name being displayed with equal prominence. The name should, of course, be followed by an appropriate list of ingredients in the order of their importance, as for example, "Strawberry Flavor, with a small proportion of Raspberry Flavor, and Extract of St. Johns Bread, Fennel, Garlic, and Oils of Orris and Sage." There should also be listed on the label the names of the solvents.

The name such as "Strawberry Flavor, Reinforced with Natural Flavors" should not be applied to a flavor unless more than one-half of the flavoring strength of such flavor is derived from strawberries. Since you did not submit a specimen of the mixture of natural flavors for direct comparison of its flavoring strength with that of the specimen of strawberry extract, we cannot state definitely that more than one-half of the flavoring strength of your

*vanilla beans*

ALL VARIETIES



imported direct from all primary sources of supply

*M. Cortizas Co.*

800 N. DELAWARE AVE., PHILADELPHIA, PA.

CABLE ADDRESS . . . . . GADGICA  
CODES . . . BENTLEY'S SECOND PHRASE AND PRIVATE

fortified flavor is derived from strawberries. It will be your obligation to establish this if you decide to use the name quoted above.

A similar name may be applied to gelatin dessert powders and flavoring sirups flavored with this reinforced flavor. The label of the gelatin dessert powder thus would read: "Blank Brand GELATIN DESSERT POWDER, STRAWBERRY FLAVOR REINFORCED WITH NATURAL FLAVORS. A mixture of sugar, gelatin, citric acid, flavor, and U. S. Certified Color," and that of the flavoring sirup "Blank Brand SIRUP, STRAWBERRY FLAVOR REINFORCED WITH NATURAL FLAVORS. Contains sugar sirup, citric acid, flavor and U. S. Certified Color."

## Tomato Catsup

A PROPOSAL to amend the standard of identity for tomato catsup so as to permit the use therein of benzoate of soda as an optional ingredient was rejected by a hearing officer. The proposal was rejected on evidence received at the hearing on such amendment. According to the findings of fact proposed by the hearing officer, "benzoate of soda is not used in tomato catsup for the purpose of preventing spoilage before the catsup is opened for use," but rather "for the purpose of giving to tomato catsup of low concentration the keeping qualities naturally possessed by catsup of a higher degree of concentration."

## Successful Flavor Sales Plan

THE Belmont Laboratories, Fort Wayne, Ind., have evolved several successful sales plans to increase sales of their Belmo vanilla, one of many specialty items.

The first plan was designed to aid the retailer, and was used in the Spring of 1940. From the middle of March until the first of June, jobbers and wholesalers were given 100 cases of four-ounce bottles of vanilla with each 100 cases of 16-ounce bottles purchased. This deal was passed on to retailers, giving them an opportunity for extra profit and an incentive to push the line. Approximately fifty jobbing firms took advantage of the offer to the extent of several re-orders in some cases.

This retailer help was followed by a premium offer to jobbers and their salesmen, and it ran from September until Christmas. With each 25-case order on the 16-ounce bottle of vanilla, jobbers were given an all-wool St. Mary's blanket, 70 by 84 inches. This blanket was shipped in a special pliofilm bag, for display purposes. Every salesman was offered the opportunity to obtain one of these blankets free for every 25 cases of the 16-ounce bottle he sold. Since this meant only 25 dozen bottles, a large number of the men took advantage of the offer to obtain these free blankets.

Better than 300 orders for 25 cases each were gained in this manner. Coming at the time of the peak holiday baking season and on the heels of the retailer program, this latter sales plan firmly entrenched the brand with both of the parties essential to sales success, the retailer and the wholesaler.

## Legislative Outlook for 1941

CONGRESS and 44 state legislatures will convene in regular session during the forthcoming year, with the prospect that several more will convene in special session. The following table shows the dates the various legislatures are scheduled to convene and the duration of sessions.

	Convenes	Duration
Congress	January 3	Unlimited
Alabama	January 10	50 days
Arizona	January 9	60 days
Arkansas	January 9	60 days
California	January 2	Unlimited
Colorado	January 4	Unlimited
Connecticut	January 4	5 months
Delaware	January 3	60 days
Florida	April 4	60 days
Georgia	July 17	60 days
Idaho	January 2	60 days
Illinois	January 4	Unlimited
Indiana	January 5	61 days
Iowa	January 9	Unlimited
Kansas	January 10	50 days
Maine	January 4	Unlimited
Maryland	January 4	90 days
Massachusetts	January 4	Unlimited
Michigan	January 4	Unlimited
Minnesota	January 3	90 days
Missouri	January 4	70 days
Montana	January 2	70 days

Nebraska	January 3	Unlimited
Nevada	January 16	60 days
New Hampshire	January 4	Unlimited
New Jersey	January 10	Unlimited
New Mexico	January 10	60 days
New York	January 4	Unlimited
North Carolina	January 4	Unlimited
North Dakota	January 3	60 days
Ohio	January 2	Unlimited
Oklahoma	January 3	60 days
Oregon	January 9	Unlimited
Pennsylvania	January 3	Unlimited
Rhode Island	January 3	60 days
South Carolina	January 10	Unlimited
South Dakota	January 3	60 days
Tennessee	January 2	75 days
Texas	January 10	Unlimited
Utah	January 9	60 days
Vermont	January 4	Unlimited
Washington	January 9	60 days
West Virginia	January 11	60 days
Wisconsin	January 11	Unlimited
Wyoming	January 10	40 days

During the forthcoming legislative year many trade barrier bills, restrictive food, drug and cosmetic bills, and hundreds of discriminatory revenue measures will be introduced in the various legislatures.

Why do the states permit the introduction of bills which tend to hamper the free flow of trade and commerce? The answer is . . . special privileges! In general it can be said that the bills are intended to protect local producers, distributors, etc., from out-of-state competition; that, in addition thereto, they raise revenue for maintaining the department, board or commission through registration or license fees, excise taxes, and various merchandising or inspection requirements.

When once economic pressure groups seeking special privileges force through the legislature regulatory control over any given activity that activity immediately becomes subservient to rigid political control. Competition then can be met by degrees of strangulation rather than with improved or quality products, improved service, etc.

Multiplicity of laws, trade barriers, and revenue measures is not the proper approach to the solution of the control of the food, drug and cosmetic industries, but most can be accomplished by unrestricted cooperation between members of the various industries and the public.—*John S. Hall.*

## Scented Spice Mill

AN interesting experiment in trade journalism marks the January issue of *The Spice Mill*. Its pages, delicately scented with oil of cinnamon, create a unique and appropriate approach to a definitive article on Ceylon Cinnamon and Oil of Cinnamon, written by Dr. Ernest Guenther, distinguished authority on essential oils.

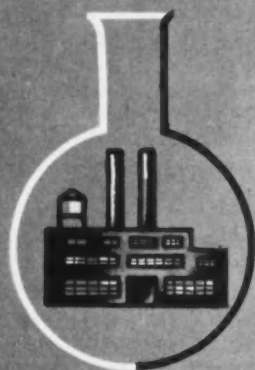
The intriguing aroma of cinnamon was produced by mixing oil of cinnamon with a special heavy ink. The success of this experiment may lead to other interesting developments in the field of magazine and book publication.



THE AMERICAN PERFUMER

# Soap

INDUSTRY SECTION



*A section devoted to the manufacture and*

*sale of toilet and laundry soap and soap*

*products covering new raw materials in soap*

*making and new uses for old raw materials,*

*as well as new processes and developments*



Cutting-in a whale to obtain blubber for making oil

## EFFICIENT USE OF WHALE OIL IN SOAP

*Partial hydrogenation improves lathering properties . . . Blending with other oils . . . Proportion of oil to use*

by PAUL I. SMITH

WHALE oil is assuming more importance yearly to the soaper, but it is realized that its successful use depends on a number of factors quite apart from economics or supply. While there is no doubt that under favorable conditions excellent soap may be made with whale oil, much depends on the particular type of oil, method and extent of hydrogenation and the blending of the oil with other oils to make the most suitable soap stock. The best known and also the most important problems connected with the use of whale oil in the soap plant are concerned with improvement in the lathering power of the soap and the avoidance of the objectionable fishy odor. The latter, while not always present in the freshly made soap, often develops after a month or so of storage, particularly if the soap is unwrapped and exposed to a warm atmosphere.

### IMPROVING LATHERING PROPERTIES

Dealing first with the poor lathering property of certain whale oil soaps, researchers claim that this is due to the presence of isomeric fatty acids. The formation of these unwelcome bodies is concisely and accurately explained by E. F. Armstrong

and K. A. Williams, *Chem. Age*, 41, 271-2 (1929). They state that fatty acids with one double bond such as oleic acid are hydrogenated into saturated acids, in the case stearic acid. At the same time, part of the acid is isomerized. It is in this way that oleic acid forms a solid isomer, iso-oleic acid, probably by displacement of the double bond, but perhaps more simply by stereoisomerism. The proportion in which this isomer is found depends undoubtedly on the conditions, two or three hydrogenation reactions occurring simultaneously, isomerism and stereoisomerism, to which may be added hydrogenation of the isomers, all of these proceeding with different reaction velocities and having different temperature coefficients. With acids like linoleic acid containing more than one double bond, one of the bonds reacts first, then the other; but at least two isomers are formed in the first phase and two in the second.

#### PARTIAL HYDROGENATION

Refiners claim that it is possible to reduce the proportion of isomers in modern hardened oil and they recommend only partial hydrogenation. Unfortunately, the soaper has no reliable method of determining the percentage of isomers and polymerised products in the oil he purchases, except of course by actually making samples of the proposed soap on a small scale and not all manufacturers are prepared to go to this trouble. The laboratory cannot, however, be expected to provide data on this vexed question as readily as say the iodine value, and resource must be made to painstaking and lengthy research and physical tests. It is of the greatest value to the soap manufacturer to have at his disposal an experimental soap plant designed to the same scale as his manufacturing plant so that results are reasonably comparable.

#### REMOVING ODORIFEROUS BODIES

The disagreeable odor present in some whale oil soaps is said to be due to the presence of complex polyunsaturated fatty acids, but it is likely that the actual odor is given off by the degradation of these products. Ellis, *Seifensieder-Ztg.*, 40,231, 1912, states that the fishy odor of hardened whale oil disappears when the iodine value is lowered to 50 but that the soap made from such an oil is liable to throw off the characteristic odor under unfavorable conditions, such as when washed but not properly rinsed goods are ironed. While it may not be necessary to remove completely these polyunsaturated fatty acids for all classes of soap, it is essential in the case of good quality curd soaps. Various pre-treatments are recommended for the complete removal of the odoriferous bodies and these include steam treatment, usually in the presence of sulphuric acid, esterification of the free fatty acids, distillation, in vacuo or in the presence of phosphoric acid, polymerisation, etc. Esterification can be carried out by heating the oil with an excess of glycerine for three to five hours in a vacuum at 170-255 deg. C.

The proportion of whale oil to use for different classes of soap varies widely, and it is impossible

to lay down any hard and fast rules. Certain rather broad recommendations can, however, be made. For toilet soaps the whale oil must be necessarily of the finest quality and carefully treated so as to give the best possible soap. It should not exceed two-fifths of the total kettle, the remainder being made up of one-fifth tallow oil and two-fifths coconut oil or a coconut and cottonseed mixture, etc. Laundry soaps can be made up very successfully of blends of three-fifths of hardened whale oil and one-fifth coconut oil, but it is recommended that soaps for woolens should not have more than one-fifth whale oil. It should, of course, be remembered that the higher the proportion of hardened whale oil present in the soap, the harder and more difficult to dissolve it will prove; that is why it is preferable to balance this oil with a very soft and easy to dissolve oil.

It has been suggested that sulphonated whale oil is a very useful ingredient of toilet soaps, but nothing very much is known about the keeping qualities of such a blended soap. Magnitzki and others (*Ol-u-Fett. Ind. (Rus.)*, 11, 197, 1935) report that the addition of 10 per cent sulphonated whale oil in fine soaps results in a considerable improvement in their washing properties and resistance to hard water. The mixed soap is said to keep five months without any development of fishy odor.

#### Notes and Comments

**Soap from Pine Chips**—Interest has been aroused during the last few months in use of soaps prepared from the by-products obtained from pine chips after the extraction of naval stores products. Some of these dark colored natural, high boiling, resinous bodies can be quite easily saponified at a low temperature (below 100 deg. F.) with caustic soda or caustic potash. A satisfactory method of manufacture consists of stirring the caustic lye into the resinous product in a steam-jacketed mixer or crutcher until complete saponification results, but different methods are in use, recommended by manufacturers of particular resins. The finished soaps, which are usually pastes, are now finding several important industrial uses. For instances, one very well-known American producer recommends a saponified resin as the emulsifier in asphalt emulsions. The company also claims that asphalts emulsified with their resinous soap are comparatively stable or break down slowly on application and are finding a wide use in soil stabilization, surface sealers and in airport construction. Other applications for these new industrial soaps are for heavy-duty industrial cleaners for garage floors and other surfaces where good grease-cutting properties are needed and yet which necessitate the use of really economical detergents. These soaps may be used in conjunction with certain solvents, particularly butyl cellosolve, alcohol, pine oil, ethylene dichloride, etc.

**Copper Naphthenate**—The use of alcoholic solutions of copper naphthenate containing one and one-half to two per cent metal is now being widely ad-

vocated in Great Britain for treating certain textile materials. This solution is claimed to have better penetrating properties than the usual white spirit solution. It suffers, however, from two rather serious disadvantages. Namely, that owing to the high volatility of the solvent the loss of alcohol, even when a good recovery plant is installed, is appreciable and fire risks are considerable. In consequence, some interesting experiments are being carried out with emulsions of copper naphthenate. Already emulsions have been prepared containing up to six per cent metal. These emulsions make use of triethanolamine, glycol products or certain sulphonated oils and their relative stability is high. The use of copper naphthenate emulsions for treating paper intended for export to the tropics is claimed to be receiving attention by industrialists. For completely colorless paper, zinc emulsions or a zinc naphthenate emulsion containing a small quantity of copper naphthenate is a suggestion offering promising results.

### How Iowa Uses Soap

A SURVEY recently made by 33 Iowa newspapers, covering the favorite brands of merchandise of a large number of families, brought out some very interesting facts for any business concerned with soaps and cleansers. The survey was conducted under the name of the Household Survey and Kitchen Inventory.

In making this survey, the various cooperating newspapers—all members of the Iowa Daily Press Association—turned the questionnaires over to the parent-teachers organization, the American Legion auxilliary or some other adult women's organizations, which were paid to go into the housewife's home and see that the questionnaires were filled out properly.

The completed questionnaires were then sent to the International Business Machines, Inc., Des Moines, Iowa, where experienced checkers coded each question by brand names. Experienced operators punched control cards used in the counting machines. The coded report and card punching gave a cross check in operation that insured accuracy. The key cards then were run through the counting machine at the rate of 400 a minute and the final compilations were turned over to the printer in survey form.

Several additional checks were made on the accuracy of the survey. For instance, in connection with some items, the brand name was asked and the question, "Do you buy this item regularly?" and again "What brand do you ask for?" Unless these two answers were in agreement, the card was disposed of as inaccurate. Further, housekeepers were asked whether the item was purchased in can, paper bags or in bulk. If the answer failed to agree with the standard package for that item, these cards were also called inaccurate.

In order to classify those who answered the questions, they were also asked whether they rent or own their own home, how many persons under

6 years were in the family, how many persons 6 to 12 years old, the number 12 to 21 years and the number over 21 years.

The tabulated figures follow:

Laundry Bar		U No Me	
P. & G.	303	Watkins	1
Fels Naptha	205	Sal Soda	1
Ivory	75	Mel-O	1
Crystal White	43	Chipso	1
Blue Barrel	9	Am. Family	1
Big Four	7	La France	1
White King	6	Peterson Special	1
American Family	5	7-11	1
Home Made	3	Did not answer	19
Kirks	2	Answered no	209
White Naptha	2		790
Quick Naptha	1		
Beech Northwestern	1	Flokes	
Jewel	1	Ivory	286
Did not answer	7	Lux	183
Answered incorrectly	1	Dreft	21
Answered no	119	Nola	13
	790	Rinso	6
Chip Soaps		Big Four	4
Ivory	34	Oxydol	4
Fels Naptha	29	Fels Naptha	4
Chipso	28	Clean Quick	3
Nola	22	Quick Arrow	3
Big Four	17	Super Suds	3
Lux	17	Chiffon	2
Super Suds	10	Cooks	2
Rinso	10	Crystal White	2
Oxydol	9	P. & G.	2
Crystal White	7	Blue Barrel	1
Klean Quick	4	Dainty	1
Dreft	4	Flake White	1
Balloon	3	Golden Key	1
P. & G.	3	Mido	1
Magic Washer	3	Wool	1
Benner	2	Glendale	1
Cooks	2	Clover Farm	1
Jewel	2	20th Century	1
Rinso	2	Did not answer	26
Am. Family	1	Answered incorrectly	3
Baby Stuart	1	Answered no	214
Four B	1		790
Golden Key	1	Water Softener	
Larkins	1	Climalene	117
Purity	1	Sal Soda	22
Quick	1	Colgon	19
20th Century	1	Borax	16
Midland	1	Mel-O	14
Did not answer	53	Wrislev	10
Answered incorrectly	2	20 Mule Team	10
Answered no	518	Hytox	7
	790	Oakite	7
Powder		Soilax	7
Rinso	208	Ammonia	6
Oxydol	204	Avon	6
Magic Washer	76	Sofwash	4
Super Suds	21	Bathasweet	3
Dreft	16	Hilex	3
Lux	4	Jewel	3
Fels Naptha	4	Rinso	2
Jewel	3	Oxydol	2
P. & G.	3	Arm & Hammer Soda	2
Ivory	3	Tai Sodium	2
Gold Dust	3	Bo Peep Ammonia	1
Perfection	2	Purex	1
Grano	2	Crysto	1
Energy	1	Clorox	1
Mido	1	Watkins	1
Rub No More	1	Baby Stuart	1
Silver Dust	1	Golden Key	1
		Hardwater Crys.	1
		Hoberlys	1

Lewis Lye	1	Four B	1
La France	1	Did not answer	25
Larkin	1	Answered no	269
So Soft	1		
U No Me	1		790
Wyandotte	1	Toilet Bowl Cleanser	
Dreft	1	Sani Flush	455
S. O. F.	1	Bowlene	159
Rao	1	Draino	18
Did not answer	38	Bab-O	10
Answered incorrectly	2	Old Dutch	9
Answered no	470	Am. Family	6
	790	Hilex	6
		Clorox	5
		Soilax	4
Scouring Powder		Oxydol	3
Old Dutch	247	Sunbrite	3
Bab-O	163	Gold Dust	2
Sunbrite	117	T. C.	2
Briteize	89	Boyer	1
Bon Ami	52	Climalene	1
Kitchen Klenzer	30	Golden Key	1
Gold Dust	21	Husaks	1
Cameo	12	Kitchen Kleanser	1
Lighthouse	8	Lighthouse	1
Royal Lemon	5	Purex	1
Salene	2	Silver Dust	1
20th Century	2	Plumite	1
T. C.	2	Sun x	1
Baby Stuart	1	Am. Tea Co.	1
Benner	1	Did not answer	16
Clover Farm	1	Answered no	81
Grand Union	1		
Golden Rule	1		790
Jewel	1	Toilet Bar Soap	
Perfection	1	Palmolive	174
Sta Brite	1	Lux	139
Sunshine	1	Camay	121
Silver Dust	1	Woodbury	83
Wyandotte	1	H. R. H.	78
H. R. H.	1	Lifebuoy	53
Lemon Royal	1	Cashmere Bouquet	29
Skidoo	1	Sweetheart	26
Lightning Cleanser	1	Wrisley	24
Did not answer	6	Colgates	6
Answered incorrectly	1	Castile	6
Answered no	18	Avon	5
	790	Kirk's Castile	4
		Lava	3
Bleaching Fluid		Yardley	3
Hilex	263	Cooks	2
Clorox	145	Cuticura	2
Chlorox	29	Jap Rose	2
Purex	10	Jergens	2
Sun x	8	Pears	2
Boy Blue	5	Kirk's Hrdw. Castile	2
Blueing	5	Saymans	1
Mrs. Stuart	4	Crystal White	1
G.W.C.	3	Creme Oil	1
La France	3	Du Barry	1
Ammonia	2	Golden Key	1
Dr. Stewart	2	Jewel	1
Four B	2	Lanolin	1
Fleecy White	2	Oatmeal	1
Hytox	1	Pine Tree	1
Borax	1	Protex	1
Chloride	1	Roger & Gal	1
Soilax	1	Sanora	1
Sanita	1	Trilby	1
W. G.	1	Watkins	1
Klorex	1	Did not answer	2
Chlorosau	1	Answered incorrectly	3
Sal Soda	1	Answered no	5
Bo Peep Ammonia	1		
Rinco	1		790

The foregoing figures warrant the careful consideration of anyone in the soap industry.

## Soap Gazette Merged

WITH this issue the family of readers of the *Soap Gazette and Perfumer*, many of whom have subscribed to it since it was established by Charles S. Berriman on January 1, 1899, is absorbed by THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW which has acquired the publication from Edwin J. Smith. The soap, cosmetic and essential oil industries are closely related; and the merger will make possible in the coming months greater service than ever before to the soap industry.

## Miscellaneous Formulas

IN view of the interest aroused by the display of typical glycerine-containing preparations shown at the Glycerine Producers' Association booth at the last Chemical Exposition, these formulas are reproduced. Some have previously been published, others are new.

### CELLOPHANE ADHESIVE

Gum arabic	17.5 parts
Water	15.5 "
Glycerine	20.0 "
Formaldehyde	0.5 part

### GLASS POLISH

Curd soap	10 parts
Warm water	25 "
Glycerine	15 "
Alcohol	20 "
Ammonia	sufficient
Precipitated chalk	50 parts
Keiselguhr	30 "
Kaolin	20 "
(Seifenseider Ztg. 66, 292, 1939)	

### LEATHER CLEANER

Castile soap (or any good milled soap)	6 parts
Water	100 parts
Heat until dissolved, cool and add:	
Ammonia water (26°)	6 parts
Glycerine	14 "
Ethylene dichloride	7 "

### EYE LOTION

Boric acid	25 parts
Sodium borate	30 "
Glycerine	10 "
Witch hazel water	50 "
Distilled water, to make	1000 "

## To Grease-Proof Boxes

PAPER or wooden boxes may be made grease-proof by applying the following mixture utilizing the unique properties of glycerine, as presented in an authoritative British text:

Fish glue	16 oz.
Resin	2 dr.
Litharge	1/2 oz.
Kaolin	1/2 oz.
Glycerine	1/2 oz.
Water	40 oz.

Boil the glycerine, glue, litharge and part of the water together until solution occurs, then mix with the other ingredients. The liquid is applied to the inside of the cardboard or wooden boxes with a brush and allowed to dry. If necessary, the application may be repeated.



# TURNER TUBES



SMART

MODERN

DURABLE

UNIFORM

COLORFUL

Manufacturers of  
**COLLAPSIBLE  
TUBES** since  
1898

**TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.**

# New Products and Processes

## Midget positive pressure pump

A new model midget positive pressure pump, which is said to be ideal for any application in which the location of tanks and containers make the self-priming feature essential, is offered by the Eastern Engineering Co. at a moderate price. The maximum pressure is stated to be 35 lb. per sq. in. and the maximum volume three gal. per minute.

## Three stage action colloid mill

A new colloid mill with triple processing action, introduced by the C. O. Bartlett & Snow Co., is said to meet every requirement for high rotor speed, easy feed and discharge of the material, easy dis-assembly for cleaning and easy re-assembly and low motor horsepower per gallon of material processed. The absence of packing and glands is stated to promote extreme cleanliness. Complete details about the operation of the new mill, its construction, etc., may be had for the asking.

## Ink for metal enamelled surfaces

Special permanent ink and pens for writing on metal enamelled surfaces are supplied by the Cleveelandt Corp. White or lightly tinted vanity boxes and lipstick holders may thus be signed with individual names, it is suggested. Full information will be furnished on request.

## Metal finished miniature bottles

The new process of finishing miniature bottles in gold and silver which retains a lustrous polish developed by Glass Industries Inc., 10 W. 33rd St., New York, N. Y., is meeting with much favor, the company reports. The bottles are available in a variety of shapes and sizes and are fitted with screw-on leak proof applicator



Silver and gold decorate miniature bottles

tops. Incidentally, the company reports sales of over one million miniature bottles of all types during the past year.

## Predetermined weight scale

A portable predetermined weight scale offered by the Exact Weight Scale Co., made of aluminum alloy, is said to be sensitive to  $\frac{1}{4}$  oz. at its full capacity of 150 lbs.—an accuracy of one part in 9600. The dial is set at an angle of 30 degrees and may be turned in any direction for easier reading. Further information is available to inquirers.

## Shipping container hand gluer

A new hand gluer, designed to apply pressure to the flaps of a corrugated shipping container while the brushed-on adhesive sets, is offered by the A. B. C. Mfg. Co. While performing this function, the hand gluer also eliminates several other packing operations with consequent savings in costs and increase in production, according to the maker's description. In the common method of packing by hand, it is pointed out, there are five operations requiring one or more operators and more floor or counter space. With the A.B.C. hand gluer, the packing operation is reduced to three operations. The packed container then is pushed forward on ball bearing rollers into the machine where it is automatically drawn into the compression section between electric motor driven belts riding on a series of ball bearing steel rollers and being under pressure of a series of spring backed ball bearing steel rollers in the adjustable upper section. The containers then are automatically discharged onto a table or conveyor, tightly sealed and ready for any handling. Full information about the machine and the economies to be effected by its use may be had for the asking.

## Research advisory service

The vast production changes looming up in connection with the national defense program give timeliness to the work of the Research Advisory Service, now sponsored by a dozen banks over the country as a means of bringing together the manu-

facturer with a business problem and a technical authority who can provide the answer. The Service has been described as "90% search, 10% research."

The producer or distributor submits his inquiry in writing to the bank in his territory to be passed on—with his name withheld—to the Service, which serves as a clearing house and routes it to a selected number of the research groups who have agreed to cooperate in disseminating information under proper controls.

Within a short time the bank is usually able to submit a report (for which there is no charge) embodying the information and suggestions of research directors or technical executives of some national corporation outstanding in research, or of smaller specialized concerns, universities, technical institutes, and branches of the government.

After digesting the report the inquirer can make direct contact with companies offering what he needs.

## Normal octanol and decanol

Two normal primary alcohols, normal octanol and normal decanol, which have been used extensively in the laboratory are now available in commercial quantities according to E. I. duPont de Nemours & Co. They are good anti-foaming agents and provide a means of introducing octyl and decyl groups for chemical manufacture, the company states. They may be used also as mixed solvents for the extraction of fats and oils. Complete specifications and other information will be sent on request.

## Roll leather

Genuine leather for any purpose in any color, texture or finish is supplied in continuous rolls 50 inches wide and also, if desired, ready mounted on wall board by Blanchard Bros. & Lane from whom further details about it may be had.

## Ramp eliminator

When the movement of goods in production is slowed up on account of ramps between various factory levels, the Ramp Eliminator offered by the Service Caster & Truck Co. is recommended. It is a self-contained stationary lifter made in various sizes. Further information will be given to anyone interested.

*The American Perfumer*

A collection of small, hand-drawn circles of varying sizes scattered across the upper half of the page, resembling bubbles.

# Foamone

*the perfect "bubble bath" base*

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Foaming bath preparations are not a temporary fad, but have become a definite Toilet necessity. There are hundreds of chemicals producing a fairly satisfactory "Bubble Bath". Experimentation extending over eighteen months have proven that a really perfect Bubble Bath can be made with

F O A M O N E

Permit us to mail you samples and manufacturing information.

*Norda*

**ESSENTIAL OIL AND CHEMICAL COMPANY, INCORPORATED**

NEW YORK OFFICE: 601 WEST 26th STREET  
CHICAGO: 325 W. HURON STREET  
ST. PAUL: 253 E. 4th STREET  
LOS ANGELES: 2800 E. 11th STREET  
CANADA: 119 ADELAIDE STREET, W. TORONTO

## New Catalogs

**The 1940 Retailers Operating Cost Survey**, issued by Dun & Bradstreet, Inc., contains much food for thought for manufacturers who sell through drug stores. Copies of the detailed reports will be sent on application.

**A graphic exposition** of the work of the New York Board of Trade covering the first ten months of 1940 has been issued. It is intended for general distribution among business men who should be better acquainted with the work of the association. It is called the President's Report and is made up from the report of John A. Zellers, president. A more detailed statement on each item of the graphic report will be furnished on request. Copies of the report will be supplied by the Board of Trade, 41 Park Row, New York, N. Y.

**Official inspections** of the Maine Agricultural Experiment Station, Orono, Maine, are published in bulletin 175 containing 116 pages. The Commissioner of Agriculture is the executive of the laws regulating the sale of foods and drugs in Maine.

**The report of activity** for 1939 of Dechema Deutsche Gesellschaft für chemisches apparatwesen E. V. has been issued. It covers scientific lectures, reports on scientific progress, development of chemical equipment, etc. For the first time the new department for research and consultation for physico-chemical plant control and laboratory technique reports on its work. A classification of all the standard norm sheets for chemical equipment is added. Copies will be sent on request; for postage, an international reply coupon only may be added.

**Merck Handbook for Employees** is a 60-page booklet, compiled and printed in the direct, interesting and neat way that is associated with all Merck & Co. literature. It is well illustrated and from the text the reader obtains a very clear idea of the important work done by the company, his place in the organization and what association with the company means to him. It opens with a message from the president. This is followed by a history of the company, its organization,

branch offices and plants, subsidiary companies, production of fine chemicals, control of quality, distribution of Merck products, hours and attendance, pay, personnel matters, economic security, health and safety, services for employees, training and education, employee activities and Merck publications. An index makes the location of any point easy. All told this is the most thoughtfully compiled book of its sort that THE AMERICAN PERFUMER has seen.

**Fritzsche Brothers, Inc.**, wholesale price list, issued December 31, 1940, is the first one to appear since last September. A notice attached to it points out that prevailing conditions have reduced stocks of many materials to the point where they are no longer immediately available. As limited supplies of these may still be in the hands of some of its customers, the year-end price list is issued to aid them in pricing their inventories. Certain items listed are particularly marked to indicate that they are not in stock at present and that the figure given is nominal as of January 1.

**Pacific Coast sales service** is offered by Supervised Sales to overcome the difficulties of trying to direct sales from a distance. The service is offered to manufacturers desiring west coast representation for a side line item or a full line. Representatives, it is stated, will be found, trained and counseled, weekly reports rendered and warehousing and financing arranged. The service is offered for a small guarantee drawn against an override on sales produced, it is added. Further details will be supplied on request.

**The Hilger Photometric Colour Comparator**—an abridged spectrophotometer—with a description of the Hilger photometric amplifier is illustrated and described in an eight-page leaflet issued by Adam Hilger Ltd., London, England. Copies of the leaflet may be obtained in the United States from the Jarrel-Ash Co.

**New third dimensional treatment** for displays is the subject of a booklet issued by Kay Displays, Inc., which will be sent on request. Third dimensional accents are created in carved molded wood. Displays produced for leading manufacturers are illustrated in the booklet.

## Books to Aid You

**THE ROMANCE OF SELLING.** S. F. Worswick. 4 $\frac{3}{4}$ x6 $\frac{3}{4}$  in., 91 pages, keratol binding. Second edition, 1940. The Business Book House. Price \$1.

This attractively printed and handsomely bound de luxe edition in its convenient pocket size makes it a useful companion for the man who directs sales and for the man who sells. The author sold goods behind the counter for over twelve and a half years and on the road for sixteen years. He is now a sales counselor and lecturer and the hard common sense he learned in his broad experience is assembled in this thoughtful, interesting and humanly written volume. Part one is devoted to "Your Employer and Yourself," and part two is devoted to "Your Customer." After rereading the volume, it is easy to understand why a number of substantial companies have ordered extra copies for distribution among their salesmen and executives, for it tells the man who must sell just where he fits into the picture and many of the things he may do to increase the effectiveness of his work.

**CHEMICAL ENGINEERING CATALOG.** 25th edition. 8 $\frac{1}{4}$ x11 $\frac{1}{4}$  in., 1097 pages. Reinhold Publishing Co. 1940.

This useful work is the process industries' own catalog. It contains collected, condensed and standardized data on equipment, laboratory supplies, heavy and fine chemicals and raw materials. Classified indexes, cross referenced, and a technical and scientific books section add to the usefulness of the book.

**JAPAN AND AMERICA MUST WORK TOGETHER.** William J. Baxter, M. B. A. 9x12 in., 100 pages. Paper covers. International Economic Research Bureau. 1940. Price \$2.

This work is offered as a program for American recovery that will work. In it is given data on Japan's amazing progress; why it is vital that America and Japan should work together; why America must be Japan's partner; and why every patriot must help keep us out of a perilous war. There are five chapters and an appendix.

*The American Perfumer*



# AMONG OUR FRIENDS

► Dr. H. Gregory Thomas arrived in mid-December after a trip through Europe to investigate present conditions



Dr. H. Gregory Thomas

in the perfumery industry abroad. Dr. Thomas concentrated much of his time in southern France, Spain and Switzerland where he visited leading producers of essential oils and synthetic materials. He feels that it is vital for the continued operation of the perfumery industry here that exports of raw materials to the United States be re-established on a normal commercial basis. The two problems of the French producer of raw materials today are: (1) procuring of British navicerts to allow free exportation from France; and (2) through the cooperation of the U. S. Treasury and the Vichy government, a means whereby payments into the blocked account of the French government with the Federal Reserve Bank of New York can be compensated by franc payments in France by the Bank of France to the French producers. He reports also that the jasmín crop is from 20 to 25 per cent below normal due to rains and that very little orange absolute or neroli was produced in the last season. Dr. Thomas added that reports prevalent in the south of France were that Paris firms were doing a large business in perfumes in France and in the central European countries.

► Alec J. Dedrick, manager of the New York office of Albert Verley, Inc., has returned from a business conference at the headquarters of the company in Chicago. While there, Mr. and Mrs. Dedrick attended the banquet of the Perfumery, Soap and Extract Assn., where they had the opportunity to renew old acquaintances.

► John R. Boyd of the New York, N. Y., staff of Swindell Brothers, Inc., is receiving the congratulations of friends on the arrival, November 23, of Christine Elizabeth Boyd. Mother and daughter are reported to be doing well.

► Alexander H. Danon, president of Distribuidora Exclusives S. A., Mexico City, Mexico, who is well known among the larger essential oil houses, has returned home after making his annual visit to the trade in the metropolitan territory, where he familiarized himself with new products being offered, with

the trend of research work and with the raw material situation generally. Mr. Danon has been in Mexico for 21 years and head of his own business for 15 years. He was optimistic as to the future of the cosmetic, soap and flavor industries in his country which are still in their infancy. Unknown to most of his friends in the states, Mr. Danon is much interested in sports and is an adept at golf, tennis and fishing.

► John Beach, Jr., son of John H. Beach, president of the Flavoring Extract Mfrs. Assn., who underwent an operation December 18, is reported to be gaining strength. Young Mr. Beach who is a student in Hamilton College has undergone several operations since last April.

► M. Chwat, who represented Erasmic and Lancelle in Finland for many years, is now permanently in the United States with headquarters in New York, N. Y.

► Lloyd Fischbeck, manager of the flavor dept. of P. R. Dreyer, Inc., New York, N. Y., is on a six-weeks trip through the middlewest and south calling on the trade.

► J. M. Baroody of Parfums Barou, New York, N. Y., who is acting commissioner general of the Republic of Lebanon in this country, is in Cleveland, Ohio, where the World's Fair exhibit of his country is being displayed at the International Exhibition there. Eventually, plans have been made to loan the exhibit, which is considered one of the best from the standpoints of culture and art, to Harvard University.

► Wallace Alley who was associated with the California Perfume Co., New York, N. Y., for many years is now connected with the Norlena Products Division of Normitol, Inc., Norwalk, Conn., with offices at 137 Fifth Ave., New York, N. Y.

► Jere Henshaw, formerly territorial manager for Elmo in Texas, Louisiana and Arkansas, has been appointed sales manager of the Elmo Sales Corp., Philadelphia, Pa. He will contact all accounts throughout the United States.

► Jay H. Schmidt, New York, N. Y., spent New Year's day in Mexico City, Mexico, making the trip by Pan American Airways. He stopped at Brownsville to see friends.

► William L. Schultz, president of Shulton, Inc., New York, N. Y., was highly gratified by the talent displayed in the second annual revue of the staff



W. L. Schultz congratulates cast of revue

which was produced at the home office and factory in Hoboken, N. J. The accompanying photograph shows Mr. Schultz congratulating the cast.

► Dr. Jean Jacques Martinat, consulting chemist, has established new offices and laboratories in 333 W. 52d St., New York, N. Y.

► Dr. Percy C. C. Isherwood, O.B.E., chief chemist and managing director of W. J. Bush & Co., Ltd., London, England, in these trying days utilizes a motorcycle to transport himself to his work. The markings on the motorcycle indicate that Dr. Isherwood is engaged in priority work and has the right of way on the road. "There is no lack of jobs to do," writes Dr. Isherwood in a note to R. R. Webb, "and no chance of being bored in these exciting times."



Dr. Isherwood starts off on his way to work

► Louis De Martini, active head of the confectionery company in San Francisco, Calif., bearing his name, is one



Louis De Martini

of the most interesting and lovable characters known to the associated supply industries on the Pacific Coast. He was born in Genoa, Italy, November 9, 1850, the ninth of eleven children, from an illustrious and cultured family. The family came to America and at the age of twelve, he attempted to enlist as a drummer boy in the Civil War but his family sent him to Havana to prevent his doing so. He began his business career with Kessler Brothers in San Francisco in 1873. Soon afterwards, he went into business for himself, acting as the complete staff for his concern. Today more than 200 are employed by his concern, one of the largest confectionery supply houses in the United States. At the age of 90 years, Mr. De Martini is still active, devoting three days of each week to his business which is largely carried on by his four sons: John, Joseph, Louis and Walter. In recognition of his services to the business life of the community, a party was given for him recently in San Francisco.

► C. V. Fuller of the Schaftz Chemical Co., Detroit, Mich., has returned after spending six weeks visiting the trade in the metropolitan territory. Mr. Fuller made the trip by automobile.

► George W. Fiero, secretary of the Western New York branch of the American Pharmaceutical Assn., whose work for the College of Pharmacy of the University of Buffalo is well known, collected pharmaceuticals from pharmacists of Buffalo for distribution to wounded civilians and soldiers in Great Britain.

► Dr. Erich Meyer of L. Sonneborn Sons, New York, N. Y., delivered an address on petroleum products in pharmacy at the Buffalo College of Pharmacy, January 9.

► Edward F. Korbel and Worth Colwell, counselors in public relations, New York, N. Y., have augmented their staff to inaugurate a technical publicity department.

► Daniel Brandenstein, who has been associated with the supply trade in the New York territory for many years, announces that he is now representing the E. Sperling Mfg. Co., manufacturers of

leather goods and novelty cases; the Arrow Plastics Co., injection molders; and the Norwalk line of lipstick holders and vanity cases.

► Percy C. Magnus, president of Magnus, Mabey & Reynard, Inc., New York, N. Y., in a published interview on the business outlook said: "I believe that 1941 will show a tremendous business upsurge. Barring involvement in the present conflict, we can look forward to what may be the greatest year of business this country has ever experienced. So far as our own company is concerned, we have concluded our biggest year in almost 50 years of operations; and I anticipate a substantial gain in 1941."

► C. H. Black, formerly general manager of sales for the American Can Co., has been appointed vice-president in charge of sales. Mr. Black joined the company in 1908. C. H. Kellogg has been appointed vice-president in charge of the central district. Other new vice-presidents appointed are J. A. Stewart and R. C. Taylor. A. C. Webb has been made general manager of the Pacific Coast district and D. A. MacArthur, district sales manager.



C. H. Black

► Dr. Harry N. Holmes, who was elected president of the American Chemical Society for 1942, took office as president-elect on January 1. He is head of the chemistry dept. at Oberlin College, Oberlin, Ohio.

► I. Alter, founder and head of the A'Cadia Powder Puff Co., and Mrs. Alter sailed December 31 on the *Oriente* for a winter vacation in Havana. They plan to be away about three weeks.

► M. P. Hofmann has been appointed manager of research and sales of the new colloid mill department of C. O. Bartlett & Snow Co., Cleveland, O.

► Raphael Revson, founder and head of R. F. Revson Co., New York, N. Y., has developed marked skill as a sculptor. He is a member of the Craft Students' League and in the three years in which he has followed this hobby has made such progress that two of his creations were placed on exhibition. In doing the work, Mr. Revson first models his idea in plastic clay. A mold is made



"Tired" as conceived by R. F. Revson

and then a plaster cast, which later is bronzed. The accompanying photograph shows one of his creations "Tired" which was on exhibition in the Spring at Barbizon-Plaza. In some of his other creations, Mr. Revson has revealed a deep understanding of the beauties of nature most appealing to mankind.

► Richard G. Ehrlich, manufacturers' representative, is now located in new and larger offices at 33 W. 42d St., New York, N. Y., where he can give a more extensive packaging service.

► Col. Marston Taylor Bogert will be the chief speaker at the meeting of the American Institute of Chemists at the Chemists Club, New York, N. Y., January 17. His subject will be "Chemists in Our National Defense Program."

► Carleton H. Palmer has been elected chairman of the board of E. R. Squibb & Sons, Brooklyn, N. Y., and Lowell P. Weicker has been elected president.

► Henry S. Conrey of Merck & Co., Rahway, N. J., bearing many gifts from fellow workers boarded the train for his last regular commuting trip between Rahway and Philadelphia after almost eleven years of shuttling back and forth, December 10. Merck men to the number of fourteen, who have been his companions during that time, were with him. The Pennsylvania railroad arranged for a special dining car to be attached to the regular commuters' train and there a celebration dinner was served. Mr. Conrey was retiring after fifty years of work and commemorative menus were distributed.



Henry Conrey honored on retirement



**BERGAMOT** *by Florasynth*

The deep feeling of individuality that characterizes  
the subtle and alluring influences of Bergamot  
As Reproduced by FLORASYNTH is like the  
singular delicacy of beauty itself—it is vibrant  
...It assures a unique individuality to your most  
imaginative perfumes and toiletries...

Samples furnished upon request



*Florasynth* **LABORATORIES, INC.**  
1533 Olmstead Ave., New York, N. Y.

CHICAGO • DALLAS • DENVER • NEW ORLEANS • LOS ANGELES • SAN FRANCISCO • SEATTLE

& *Essential Oil Review*

January, 1941 67

# NEWS and EVENTS

## Shipment of floral oils from France gives temporary relief

Much interest was manifested in the trade by the arrival in mid-December of a shipment of essential oils from Grasse, France, to the New York essential oil firms which have principals there. The essential oils were directed only to those New York houses which represent accounts from which the goods were obtained. Every factory in Grasse was represented in the shipment, where they had products available. Manifestly, there were limitations to the size of the shipment due to the exceptional circumstances which now prevail. Welcome as the shipment was, it can at best afford only temporary relief. Meanwhile, all possible efforts to relieve the acute industry situation in southern France due to the war are being continued.

## Lever Brothers Co. offers new white floating soap

A new white floating soap to be known as Swan, is to be launched very soon by the Lever Brothers Co., Cambridge, Mass. The usual product and market research has been put back of the new soap. The sales campaign will begin shortly, it was learned.

## Face powder and cream to be added to Jergens Line

Two new products, face powder and face cream, both to bear the Jergens label, will be introduced by the Andrew Jergens Co., Cincinnati, Ohio, as additions to its line.

## Don Juan lipsticks to be made and sold by new company

The Don Juan business, including trade marks, formulae and good will, has been purchased by a responsible group. W. D. Baker, vice-president of E. Fougere & Co., is president of the new company which is called Don Juan, Inc., of Delaware. The secretary and treasurer is Francis Crosby, formerly president of the Truetted Industry Shares Management Corp. The same French chief chemist and the entire

production staff of the old company, which made an assignment for the benefit of creditors, will be continued. The new company has guaranteed to continue all exclusive Don Juan features. E. Fougere & Co., of which Montague M. Sterling is president, will continue as distributor.

## Drug and cosmetic committee to investigate wage rates

Colonel Philip B. Fleming, administrator of the Wage and Hour Division, has appointed the following committee to investigate conditions in the drug, medicine and toilet preparations industry and to recommend to the administrator minimum wage rates for all employees who come within the scope of the Wage and Hour Act:

*For the public:* Sumner H. Slichter, chairman, Cambridge, Mass.; Joseph A. McClain, Jr., St. Louis, Mo.; Stuart F. Heinritz, New York, N. Y.; Jonathan Daniels, Raleigh, N. C.; Egbert Harold van Delden, New York, N. Y.; and Charles O. Gregory, Chicago, Ill.

*For the employees:* Herman Edelsberg, Washington, D. C.; Irving Weil and, Brooklyn, N. Y.; Louis Weiner, Chicago, Ill.; Leonard Johnston, Kansas City, Mo.; Boris Shishkin, Washington, D. C.; and H. A. Bradley, Akron, Ohio.

*For the employers:* James M. Buck, Jr., Memphis, Tenn.; Paul Vallee, New York, N. Y.; M. C. Eaton, Norwich, N. Y.; George R. Flint, Decatur, Ill.; Alvin G. Brush, New York, N. Y.; and Edward Beardsley, Elkhart, Ind.

For the purpose of this Administrative Order 77, under which the committee was formed, the term "drug, medicine, and toilet preparations industry" means:

"a. The manufacture or packaging of any one or more of the following products:

(1) Drugs or medicinal preparations (other than food) intended for internal or external use in the diagnosis, treatment, or prevention of disease in, or to affect the structure or any function of, the body of man or other animals, or

(2) Dentifrices, cosmetics, perfume, or other preparations designed or in-

tended for external application to the person for the purpose of cleansing, improving the appearance of, or refreshing the person.

(3) Provided that this definition shall not include the manufacture or packaging of shaving cream, shampoo, essential (volatile) oils, glycerine, and soap, or the milling or packaging without further processing of crude botanical drugs."

The order further states: "The definition of the drug, medicine, and toilet preparations industry covers all occupations in the industry which are necessary to the production of the articles specified in the definition including clerical, maintenance, shipping, and selling occupations: *Provided, however*, That there shall not be included (a) in establishments, the greater part of whose sales are sales of articles purchased for resale, employees other than those who are engaged directly in the manufacturing or the packaging in consumer packages of products covered by this definition, and (b) employees of a manufacturer who are engaged exclusively in marketing and distributing products of the industry which have been purchased for resale: *And provided further*, That where an employee covered by this definition is employed during the same work-week at two or more different minimum rates of pay, he shall be paid the highest of such rates for such work-week unless records with respect to his employment in segregable occupations are kept by his employer in accordance with applicable regulations of the Wage and Hour Division." The committee meets in Washington, January 29.

## Compounds not restricted for importation into Canada

Compounds of essential oils for the making of finished cosmetics are not included in the list of products restricted by the new Canadian import restrictions for importation into Canada. Other goods which were ordered before December 2 may enter Canada under license on or before February 28, 1941, although the law went into effect December 2.



You want a refreshing perfume?

WE HAVE IT!

*Essence of Lime Blossom*

\$12.00 per pound—duty paid.

Sample will be mailed on request, with pleasure.

**A. SAALFELD & CO.**

ALBION MILLS  
EAST TENTER STREET  
LONDON, E. 1.

SHIELD WORKS  
ROYDS ST., STOCKPORT RD.  
MANCHESTER

—Agents Required for the U. S. A.—

### **Manhattan Soap Co. introduces new low-priced toilet soap**

The Manhattan Soap Co., New York, N. Y., has introduced a new toilet soap, Garden Bouquet, for the lower priced market.

### **Pepsodent Co. enters tooth brush field with revolutionary 50-tuft brush**

The Pepsodent Co., Chicago, Ill., has entered the tooth brush field. It is offering a 50-tuft brush, made with a synthetic bristle; and a 20-tuft, the usual number in tooth brushes, brush made with natural bristle. The brushes retail at 50 and 20 cents, respectively.

### **Mem to introduce perfumes and beauty preparations in U. S.**

Paul M. E. Mayer, who established Mem, Inc., at 215 E. 22d St., New York, N. Y., six months ago to manufacture in this country Mem soap which was widely made and sold in Europe before the war and to a certain extent in this country also, announces that he is now introducing Mem perfumes and beauty preparations which were Continental favorites. The success that marked the introduction of Mem soap through leading stores, it is believed, will be duplicated with the new perfumes, hair lotion, shaving cream and rose emulsion.

### **Muran-Cinco Laboratories re-organized by Avis Piven**

The Muran-Cinco Laboratories, 220 W. Huron St., Chicago, Ill., have been re-organized and have begun an expansion program. Avis Piven, chief chemist, is directing the affairs of the concern and his signature now appears on all labels. Arthur Bevan, formerly in charge of sales, has resigned.

### **Importer of French perfumes in Panama now makes his own products**

Jose Serrano, veteran importer of French perfumes in Colon, Panama, has embarked in business as a manufacturer of perfumes and cosmetics which he will market to tourists and locally in place of the French products which are no longer obtainable. Mr. Serrano's two sons are associated with him in the business. Raw materials will be imported from the United States.

### **W. L. Schultz thanks associates at Christmas party for cooperation.**

More than 850 executives and employees of Shulton, Inc., took part in the third annual Christmas party December 21, on the Belvedere roof of the Hotel Astor, New York, N. Y. William L. Schultz, founder and president of the company, thanked all present for their



President Schultz of Shulton, Inc., chats with Enid Edson, designer of firm's lines

cooperation. All employees in the home office and factory in Hoboken and the New York sales staff attended. The guests included Mrs. Enid Edson, designer of the lines; Mrs. Tess Tinker, secretary of the company; Malcolm Stearns, sales manager; George Schultz, production manager; Miss Irma Ericson, advertising manager; Leland Wesley, advertising account executive; George Panopulo, comptroller and Miss Miriam Gibson, publicity director.

### **U. S. P. Revision committee considering new admissions**

The U. S. P. Revision committee is considering the omission of 85 articles now listed in the U. S. P. XI from the U. S. P. XII; and the admission of 55 articles. About 30 products covered by trade marks or patents are also recommended for inclusion in the U. S. P. XII.

### **Non-electric dry shaver appears on market**

A new dry shaver, as small as a book of matches, which requires no electricity, water, brush nor soap, is being introduced by Vestpok, Inc., Lynn, Mass. It is priced at \$1.75 and blades are sold for ten cents each. The plastic case becomes the holder when the shaver is in use. Shaving is accomplished by rubbing the shaver up and down the face as if it were an eraser.

### **Standard Synthetics, Inc., moves to new and larger quarters**

Indicative of the growth of its business, Standard Synthetics, Inc., distillers of essential oils and manufacturers of aromatics, has just moved to new and larger quarters at 119 W. 25th St., New York, N. Y. The move was necessitated by increased manufacturing activities of the organization and the need for more space for its stock of natural essential oils, aromatic chemicals, natural and imitation flavors, perfume bases, and other domestic and imported products. The organization maintains branches in Kansas City,

Philadelphia and Boston, as well as representatives in Chicago, St. Paul and Detroit. It also serves as agency for its affiliate, Standard Synthetics, Ltd., of London, England.

### **Key men in various cities to lead delegations to DCAT banquet**

The following key men have been selected in their respective cities to organize delegations from those localities to attend the 16th annual Drug, Chemical and Allied Trades banquet March 13 at the Waldorf-Astoria Hotel, New York, N. Y. The men selected have been announced by John J. Toohy, chairman, as follows: M. G. deNavarre, Detroit; C. C. Nowland, Cincinnati; C. P. McCormick, Baltimore; Florin J. Hailer, Boston; Samuel Bell, Pittsburgh; T. S. Strong, Philadelphia; C. L. Drum, Chicago; and H. A. Nelson, Cleveland.

### **Florita Laboratories has housewarming in its new plant**

Florita Laboratories, Inc., of which David Schlesinger is the head, held an all-day housewarming at its new and larger plant, 30 E. Tenth St., New York, N. Y., January 11.

### **Lentheric quota winners enjoy trip to Hawaii as reward**

Members of the sales staff of Lentheric, Inc., who made their quotas enjoyed a trip to Hawaii as guests of the company. W. D. Canaday, vice president in charge of sales, and Charles Gage, vice president in charge of production, were speakers at the dinner given by the company to the men at the Ambassador Hotel, Los Angeles, Dec. 27.

### **Colgate-Palmolive-Peet employees get bonus and celebrate at party**

Informal gayety marked the annual Christmas party of Colgate-Palmolive-Peet Co. in the Plaza Hotel, Jersey City, N. J., on the afternoon of December 23. The party was preceded by a luncheon at the plant which was featured by an address by James Adams, executive vice-president. Mr. Adams has been associated with the company for seven years, six with its advertising agency and the last year with the company direct. Mr. Adams analyzed the position of the company in a general way. Despite lost markets in Europe, which have been written off, the company is still in a strong position, he pointed out. The company's future is tied up with three things, he said: men, machines and finances; and the company is equipped with the best in all three. Prior to the party, a bonus was distributed to each employee.

## Finer Emulsions

Arlex — the new emollient and humectant agent developed by Atlas Research — aids in the formation of emulsions of extremely fine particle size. In creams and lotions, this means greater stability — plus improved "feel" and appearance.

In addition, Arlex contributes a unique quality of cosmetic elegance — best described by the coined adjective "arlician". Arlex brings improved moisture control . . . and longer shelf life. Try Arlex under your own conditions . . . samples are available.



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### Special general meeting of Toilet Goods Mfrs. of Canada Feb. 3

A special general meeting of the Toilet Goods Manufacturers Assn. of Canada will be held at the Royal York Hotel, Toronto, February 3, to adopt revised by-laws.

### W. J. Bush & Co. under same family management for 90 years

The essential oil house of W. J. Bush & Co., which has been under the continuous management of the same family



W. J. Bush, founder

since it was organized, is celebrating its ninetyeth anniversary this year. Actually the company has title to a longer history, however, for the Mitcham peppermint and lavender distilleries which William John

Bush, founder of W. J. Bush & Co., Ltd., took over shortly after 1851 when he established the company bearing his name, were organized in 1749.

The company now does a world-wide business. The principal English factories are in Ash Grove, Hackney, London and Wildnes, Lancashire. It still owns and operates the lavender, peppermint and camomile distillery in Mitcham, Surrey, England; and also operates a citrus fruit establishment in National City, Calif. Branches and depots are maintained in Montreal, Toronto, Winnipeg and Vancouver, Canada under the management of W. J. Bush & Co. (Canada) Ltd. Similarly an up-to-date plant is operated in Johannesburg.



R. Righton Webb



James M. Bush

South Africa, and in Australia a very modern plant is maintained at the headquarters in Melbourne and branches are operated in Sydney, Brisbane, Adelaide and Perth. Another branch and factory are operated in Auckland, New Zealand. The company also did maintain a plant in Mili, Messina, Sicily and had connections in Grasse, France; and had representatives in all of the coun-

tries of Europe. Its representatives are to be found in the principal centers of the near East, the far East, the British West Indies, Central and South America.

American interests are taken care of by W. J. Bush & Co., Inc., New York, N. Y., of which James M. Bush is president. Since he has been president, the company has built a plant in Linden, N. J., and also in National City, Calif. Incidentally it is interesting to note that the Linden plant is celebrating its fortieth anniversary this year. Since its inception it has been under the supervision of R. S. Swinton, chief chemist. The company also pioneered in developing the citrus oil industry in the United States when it established, in 1913, its factory in National City for the production of lemon, orange and grapefruit oils and citrus juices. Thus, the long experience of the house has contributed to the development of the essential oil industry in the United States. The present general manager of the American house is R. Righton Webb, treasurer, who is one of the grandsons of the founder and a nephew of James M. Bush.

The principal office and factory of W. J. Bush & Co. (Canada) Ltd. is in Montreal and is under the direction of Montgomery St. Alphonse, another of the founder's grandsons.

We congratulate this world wide organization which has thrived despite wars and the vicissitudes of business for almost a century and wish for it many more years of continued growth.

### Ten cosmetic firms in SEC survey of listed corporations

The Securities and Exchange Commission has made public the twenty-third of a series of supplements to the industry reports of the survey of American listed corporations. The supplements cover financial operations for fiscal years ending between July 1, 1939, and June 30, 1940. Companies covered in supplement No. 23 are: American Products Co., Bourjois Inc., Bristol-Myers Co., Colgate-Palmolive-Peet Co., Coty, Inc., Coty International Corp., Procter & Gamble Co., Helena Rubinstein, Inc., and Vadsco Sales Corp. Copies may be had by writing to the publications unit of the Securities and Exchange Commission, Washington.

### New officers elected by Foragers bespeak continued progress

The following new officers have been elected by the Foragers of New York: President, Herbert T. Georgi; vice president, Walter A. Conklin; secretary-treasurer, A. J. Connelly; and members of the board of governors for 1941-

1942: Frank L. Graham, William W. Neilson, J. A. Curry, George Dermody, T. M. Hanlon and J. J. Franz. A most successful year is anticipated.

### Cosmetic Credit Men planning unusual entertainment for banquet

Because of the annual banquet of the Drug, Cosmetic and Chemical Credit Men's Assn., which will be held at the Hotel Duane, New York, N. Y., on the evening of January 17, the regular monthly meeting for January will be omitted. Despite this, arrangements were made to clear accounts as usual and as promptly as in the past.



Hugh Wade

Hugh Wade, chairman, assisted by Messrs. Lurie and Otte, is planning an unusually interesting entertainment for the annual banquet which is one of the most popular held in the allied trades each year. A high order of professional entertainment is given immediately after the banquet which in turn is preceded by a reception.

### France reduces rationing of soap to conserve supply

According to report, the ministry of industrial production in France has reduced the monthly ration of soap 100 grammes per person.

### Third Philadelphia seminar on modern pharmaceutical practice

The Philadelphia College of Pharmacy and Science is making available to any graduate in pharmacy a brief but thorough review of the latest developments in that profession, covering chemistry, bacteriology, biology and other sciences related to public health. The three-day seminar will be held at the college January 27, 28 and 29. Full information may be had by writing to the registrar of the college at 43d St., Kingessing and Woodland Aves., Philadelphia, Pa.

### FDA seizes shampoo containing therapeutic claims on label

During November, the Food and Drug Administration seized 30 jars of hair and scalp shampoo labeled with false and misleading therapeutic statements which failed to state the common or usual names of the active ingredients; and 180 bottles of hair dressing manufactured under unsanitary conditions and found to contain miscellaneous dirt.



### Coty's Panama company to take over European assets

Omnium de Participations Industries de Luxe, S. A., has been incorporated in Panama by Coty International to take over the European properties of the company. The Swiss company of the same name which held the properties has delivered to the Panama company 372,078 shares of Coty S. A. France, 125 shares of Rallet Corp. of America and 992 class A and 66,117 class B shares of Coty Ltd. of England in return for which the Panama company assumed \$3,400,000 of the Swiss company's debt to the parent company.

### Three bills to standardize packages to be introduced

The National Conference on Weights and Measures is sponsoring three bills intended to extend the weights and measures laws of the United States so as to standardize packages commonly used for food commodities.

### Essential oil production in U. S. shown at Fritzsche Brothers meeting

Executives, department heads and 22 of the firm's representatives participated in Fritzsche Brothers' annual sales conferences throughout the week of December 9 to 14 in New York, N. Y. Daily meetings and quiz sessions were held at the Hotel New Yorker and these afforded ample opportunity for discussion of the many new problems arising out of the present day conditions.

On Tuesday afternoon, Dr. Guenther conducted one of his most interesting and colorful motion picture presentations for the firm's entire personnel. Shown for the first time were his films

of essential oil production in the United States, photographed during the recent summer and fall. These covered the production of peppermint, spearmint, wintergreen, wormwood, erigeron, tansy, sweet birch, sassafras, dill, cedarwood and other domestic oils. A film record of his flying trip to the West Indies, Central and South America and Mexico also was shown.

Another featured event of the week was a trip on Saturday morning to the company's plant at Clifton, N. J. There, the representatives and a number of the New York office personnel had an opportunity to see the company's greatly enlarged manufacturing facilities—new distilleries, control laboratories, etc.—in their present, well-advanced stage of construction.

That same evening, as a fitting climax to the week's activities, the company held its annual dinner dance in the grand ballroom of the Hotel New Yorker. In his brief welcoming address, F. H. Leonhardt, president, bid some 270 employees—the largest all-employee gathering in Fritzsche Brothers' entire history—to dine, dance and enjoy their evening to the fullest.

### Brighter colors in packaging likely research reveals

Color distraction is a pleasant escape from horrors of present-day reality, according to research studies of the General Printing Ink Corp., and for that reason package designers would do well to employ more of the purer and more vital colors than the soft and refined hues. The present color era was inaugurated at the inception of the economic depression. Then color offered a pleasing escape and now with war scares everywhere color may be cast

in a role of increasing importance. Brighter colors can be expected, with patriotic blues and reds heading the list.

### Lifebuoy soap now becomes "zephyr fresh" in wide appeal

A new appeal to prospective customers will be made shortly for Lifebuoy soap, the leading brand of Lever Bros. Co., Cambridge, Mass. The new, different, delightful zephyr fresh Lifebuoy, as it will be called, will supplement rather than replace the familiar "B.O." appeal. Advertising will emphasize that the improved zephyr fresh Lifebuoy has the same deodorizing and germ removing properties as the old Lifebuoy.

### van Ameringen-Haebler executives greet guests at annual reception

Another of the annual parties given at Christmastime by van Ameringen-Haebler, Inc., New York, N. Y., was held in the offices of the company on the evening of December 19, 1940. As usual, the occasion was a notable one with most of the leading chemists, perfumers and purchasing agents present to renew acquaintances, to chat about trade happenings and to exchange anecdotes. A. L. van Ameringen, Philip Haebler, Sidney Friend, Robert Oliver, Ernest Schifftin, Frank Miles, Waldo Reis, Albert Dillinger and C. F. Wight greeted guests.

### Canadian Chamber believes cutting down advertising cuts tax receipts

The Canadian Chamber of Commerce in its official organ *Canadian Business* deplores the rigid government regulations clamped on advertising and advances the conviction that it is cutting rather than aiding tax revenue.



Fritzsche Brothers, Inc., sales conference of executives, department heads and representatives held in New York, N. Y., in December. Front row, reading left to right: F. L. Hilbert, J. A. Huisking, R. R. Redanz, W. A. R. Wolke, F. H. Leonhardt, Geo. L. Ringel, J. H. Montgomery, E. S. Guenther. Second row: C. W. Edwards, C. C. Schneider, C. H. Bryson, L. W. Speck, J. J. Cummings, R. S. Armstrong, T. F. May, H. P. Bowra, J. H. McNamara. Third row: J. A. Gauer, F. A. Barada, H. D. Van Hoven, E. H. Hamann, C. C. Bryan, J. R. Eller, W. R. Godfrey, J. F. Shumaker, S. Crouch. Top row: H. P. Wesemann, E. Lawson, R. Krone, J. G. Hoffman, G. A. Wahlfort, K. S. Spraker, W. M. Eller, M. J. Niles, G. R. Fellows, C. H. Milton, L. E. Young, R. W. Wilmer. During the sessions, Dr. Guenther showed his films of essential oil production in the U. S.

### **Federal Wholesale Druggists mid-winter meeting February 4-6.**

S. C. James, president of the Federal Wholesale Druggists' Assn., announces that the mid-winter meeting of members will be held at the Hotel Roosevelt, New York, N. Y., February 4 to 6 inclusive. A joint meeting of manufacturers and wholesalers will take place February 5; the other days will be given over to active members only.

### **Generous Christmas bonus to employees of Godefroy Mfg. Co.**

Employees of the Godefroy Mfg. Co. of St. Louis, Mo., were given a Christmas bonus equal to approximately 5 per cent of their annual wage earnings, according to Charles W. Godefroy, president.

Godefroy cosmetic products, including Larieuse hair coloring, enjoyed sizable sales increases in 1940 as compared to 1939 sales.

Employees were presented their bonus checks at the company's annual Christmas Party, December 23, at the company headquarter offices, 3510 Olive St., St. Louis.

### **Be prepared for marketing in 1941 theme of A.M.A. annual meeting**

The general theme of the silver anniversary convention of the American Marketing Assn. in the Stevens Hotel, Chicago, Ill., December 26-28 was "Be Prepared for Marketing in 1941."

### **Retail sales increased ten billion dollars in five years**

Preliminary figures just released by the Bureau of Census, Washington, D. C., show that retail sales in 1939 totaled \$42,023,818,000. This was an increase of 28 per cent over the 1935 census total of \$32,791,212,000. The number of retail stores increased 12 per cent above 1935 or 20 per cent above 1929.

### **Andrew Jergens Co. informs salesmen of plans in nation-wide meetings**

All branches of the Andrew Jergens Co. held sales conventions this year during December. The first to be held was in New York, N. Y., when the New England and eastern sales representatives and managers gathered at the call of Al Brewer and Harry Cook, division managers, December 14. This was followed by meetings in Cincinnati, Ohio, in Burbank, Calif., and in Perth, Ont., Canada, at which places the company has branch plants.

At the meetings, J. S. Hewitt, vice-president in charge of sales, outlined sales plans for 1941. R. V. Beucus, vice-president in charge of sales, and

Robert Orr presented advertising plans with the aid of sound movies. Among the speakers were Miles Trammell, president of the National Broadcasting Co., Stanley Clark of *This Week*, Robert Eichelberger of the Curtis Publishing Co., Miss Winifred Mulcahey, Fawcett Publications, and Miss Edyth Thornton McLeod.

### **Citrus & Allied Essential Oil Co. moves to Brooklyn, N. Y.**

The Citrus and Allied Essential Oil Co. has moved its offices and plant to 61-63 Sheffield Ave., Brooklyn, N. Y. The telephone is APplegate 7-1577-B. Charles Pisano is head of the concern which has shown notable progress in the last few years.

### **Lever Bros. Co. to give bonuses to employees drafted into army**

Employees of Lever Bros. Co., Cambridge, Mass., called by the draft will be given bonuses according to an announcement from the company.

Employees of three years' standing or more will receive two months' salary on entering military service and another month's salary if they return within 40 days after completion of service. Newer employees who have been at work more than six months, will receive one month's salary.

### **G. A. Goodrich Co. absorbs Wabash Baking Powder Co.**

The Wabash Baking Powder Co. of Wabash, Ind., has been absorbed by the G. A. Goodrich Co. of 1214-1222 Madison St., Chicago, Ill.

### **Suggestions to increase value of U. S. P. asked by chairman**

Any one who has suggestions which in his opinion might increase the value of the U. S. Pharmacopoeia are urged to send such comments to E. Fullerton Cook, chairman of the Committee of Revision, 43rd St. and Woodland Ave., Philadelphia, Pa.

### **Advertising tax proposed in Congress by Voorhis of California**

H. R. 10,720, a bill introduced into the House of Representatives recently by Mr. Voorhis of California "to provide funds for the national defense; to prevent avoidance of taxes by unlimited investment in advertising; to control uneconomic advertising expense engaged in by the liquor, tobacco, and luxury trades; to discourage advertising on the public highways and to derive revenue therefrom \* \* \*" has been referred to the Committee on

Ways and Means of the House. The bill will include advertising of every variety such as radio programs, posters, publications, billboards, etc.

### **Coty divides employees' Christmas bonus over 52 weeks**

A full week's salary as an outright gift to each employee of more than one year's service plus a bonus prorated in 52 weekly installments to every employee regardless of length of service was declared by the Coty management as its gesture of recognition "for the excellent work done by all throughout the year, as well as the fact that the company has made further progress and has enjoyed good business."

The decision to divide its annual Christmas bonus in weekly installments was announced by the Coty management to its employees January 19, 1940, but the addition of the week's salary was not revealed until December 18.

### **U. S. foreign trade increased notably in last year**

Contrary to popular impression, the foreign trade of the United States has actually shown a substantial increase during the first 11 months of 1940 as compared with the first 11 months of 1939. Exports to Europe, Latin America and almost every other part of the world showed an increase of 36.2 per cent. Imports into the United States increased 22.9 per cent.

### **International Beauty Shop Owners' convention March 17-20 New York**

The 1941 International Beauty Shop Owners' convention will be held at the Hotel Pennsylvania, New York, N. Y., March 17-20. The affair is under the direction of Joseph Byrne. Mrs. Ruth D. Maurer will act as educational director and Miss Jean Jolle will be mistress of ceremonies.

### **Record attendance at N. Y. chemical salesmen's party**

A record attendance of 410 marked the annual Christmas party of the Salesmen's Assn. of the American Chemical Industry in the Hotel Edison, New York, N. Y., December 19. Phil LoBue was chairman of the committee that arranged the affair.

### **Wholesale sales in 1939 increased 29 per cent in five-year period**

The steady rise in the volume of business in the last seven years was emphasized in the figures of wholesale sales from 1933 to 1939. Wholesale sales in 1939 were \$55,112,468,000, an increase of 29 per cent over the figures for 1935.

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It is highly recommended for all types of vanishing creams and pharmaceutical uses.


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Composed of Natural and Synthetic Menthols,  
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INCORPORATED 1882      WAUWATOSA, WISCONSIN  
• THE LARGEST MAKERS OF BUTYRIC ETHER IN THE WORLD •

### **Ferdinand Buedingen Co. in new Rochester, N. Y., plant**

Ferdinand Buedingen Co., Inc., is now located in its new plant at 240 St. Paul St., Rochester, N. Y. W. John Buedingen is president and treasurer of the company.

### **Tobacco blossoms yield oil for perfume in Germany**

The German Institute for Tobacco Research reports a new method of making perfume from the blossoms of the tobacco plant. Far from smelling like tobacco, the new perfumes are said to be faintly reminiscent of hyacinths and carnations.

The new system is said to produce larger quantities and better qualities of perfume than the old.

Professor Koenig of the Forstheim-Franconia research institute is reported to have extracted a high quality vegetable oil from the seed of the tobacco plant. From one ton of tobacco seed he obtained 33 liters of oil, called equal in taste to the best quality of salad oil, without any trace of nicotine. The residue can be used for making oil cake and fodder for cattle, as well as for fertilizer.

### **Fingertip fidgets featured by Revlon in advertising campaign**

Fingertip fidgets is the apt way Revlon Corp., New York, N. Y., describes the nervous self consciousness that seizes a woman when she finds herself in public imperfectly manicured. This will be the basic theme of the company's largest advertising campaign in its history, which has already begun.

### **Charm Perfume Co. is recent entry in solid perfume field**

Solid perfumes which made quite a furore in the early twenties and then totally disappeared from the market are staging a comeback. Already three

have appeared on the market, and if their popularity grows, it seems probable that more will make a bid for public favor.

Unlike the previous products, the present solid perfumes are greaseless. Charm Perfume Co., New York, N. Y., is the latest to enter the field with solid perfume encased in an attractive container that may be carried in the handbag without fear of breakage or leakage. Perquet and Palol also are offering solid perfumes which are said to overcome all of the objections raised to the products offered in the twenties. Solid perfumes are applied to the shoulders, wrists or behind the ears. Those now on the market are being offered in a variety of attractive odors.

### **Schnefel Bros. Corp. opens new and larger New York sales offices**

The New York sales office of Schnefel Bros. Corp., makers of La Cross hand beauty aids, will be moved from 1270 Broadway to larger and more attractive quarters at 630 Fifth Ave.

### **Manufacturers agree to stop selling direct to consumers**

Some 26 manufacturers of perfumes, cosmetics, candies and tobacco products have responded favorably to a circular letter issued on behalf of the trade committee of New York Pharmaceutical Council, asking discontinuance of the practice of selling products direct to consumers, according to Aaron Heller, chairman of the committee.

### **Good fellowship marks annual P. R. Dreyer, Inc., Christmas party**

To further cement the cordial relations which exist between all departments of the organization, a Christmas party was held by the entire staff of P. R. Dreyer, Inc., in the spacious offices and laboratories on the evening of December 20. Frederick Theile, president, Paul Schaupp, H. A. Weidman, Charles and Lloyd Fischbeck, Fred Beyer and other executives greeted members of the organization and took part in the festivities. Dancing was enjoyed and some clever entertainment was also provided. The company paid a generous bonus to employees.

### **Ten leading marketing trends listed by New York retailers**

Ten outstanding trends are discernible in the field of retailing. John W. Wingate, New York University, reported to the American Marketing Association. Stressed by New York retailers, they were enumerated as follows:

1. More promotion of deferred payment plans, including junior credit.

2. Establishment of branch stores.
3. Emphasis on complete stocks rather than turnover from the dealer's own viewpoint.
4. More facts about goods to help buyers make up their minds.
5. Cooperation between stores and vendors.
6. Sales training by immediate department superiors.
7. Development of key resources—concentration of buying.
8. More specification buying.
9. Consolidated delivery systems.
10. Air conditioning.

## **Obituaries**

### **Harry M. Sloan**

Harry M. Sloan, vice-president and treasurer of the U. S. Industrial Alcohol Corp. and the U. S. Industrial Chemical Co., died recently at the age of 62 years. He is survived by his widow and a brother.

### **Henry G. Phillips**

Henry G. Phillips, former vice-president and treasurer of the Owens-Illinois Glass Co., died December 31 in Johns Hopkins Hospital, Baltimore, Md., at the age of 61 years. He was vice-president and assistant general manager of the Owens Bottle Co. at the time of the merger with the Illinois Glass Co.

## **Trade Jottings**

Elmo Sales Corp. and Schnefel Bros. Corp., manufacturer of La Cross hand aids, are planning Deep Sea promotions for spring. La Cross' Deep Sea nail polish colors are Sea Wheat, Lobster and Red Amber. Elmo is to launch Deep Sea make-up, including climatized lipsticks and rouge in Fire Coral and Sea Nymph, Sea Blue and Sea Green eye shadow and Sea Nymph face powder.

Kirkman & Son, Inc., a division of Colgate-Palmolive-Peet Co., announces that Betty and Bob radio program, on the air for eight years, now may be heard in a transcribed series under its sponsorship. Commercials feature Kirkman's soap flakes and borax soap.

Barbara Gould's new evening make-up is Painted Veil, a vibrant red with an undertone of blue. It is available in lipstick, rouge and nail polish.

Dorothy Gray's new Magnum lipstick comes in a bright red case shaped like the stick itself, with a gold base and gold stripes up the sides. There is a bright blue silk cover for the case. Magnum is stated to be one and a half times as large as the regular size lipstick and refills may be obtained.



Solid perfume presented in stick container



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**... if you make  
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And the right facial cream must contain the right beeswax base. It must be 100% pure, it must be uniform in texture, and pure white — all essential in making high quality creams.

Beehive Brand scores 100 on all three points. Our buyers select it from the finest grade of crude beeswax. Our skilled chemists test it for purity, quality and uniformity. And the sun and the air bleach it pure white.

And remember, the quality and texture of every tablet of Beehive Brand is always the same. Beehive assures you of a uniformly pure base, entirely free from adulterants of any kind. It places the prestige and integrity of a famous raw-materials manufacturer behind your product.

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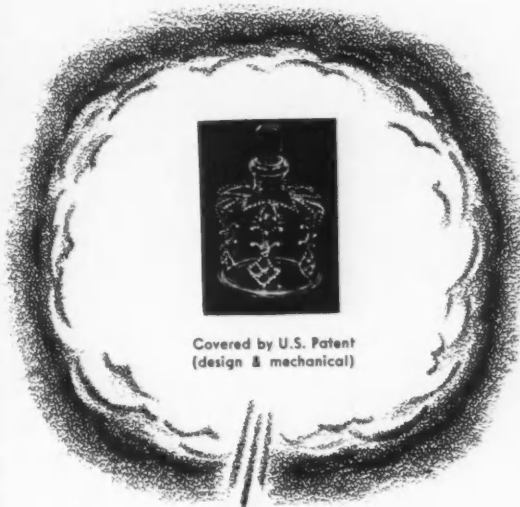
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SPERMAL OIL    KEROSENE    YELLOW BEESWAX  
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**SALES MANAGER'S DREAM**

That is not as queer as it might seem at first. Sales Managers do dream, of ways to "scoop" the trade and skyrocket the sales graph.

Sometimes they just don't recognize the answer to their dreams—miniature bottles and glass vials.

True, miniatures and glass vials are not "cure alls", but they can and do solve many *seemingly impossible* sales problems. Our specialty is the creation of unique and exclusive merchandising plans. Let us work with you.

Call on us without obligation if you have been overlooking this exceptional way to increase your sales. We will be glad to work on designing an exclusive bottle for your particular product.

Possibly a 14K. gold, silver or platinum "Metalized" (not sprayed) miniature is the answer to your dreams of sales progress. Or perhaps a miniature with metal filigree will do the trick. All our bottles are made completely alcohol-proof through a special process.

All our Vials and Bottles are supplied with "Interchangeable Screw Stoppers," unbreakable, in clear crystal or assorted colors.

Stoppers and most of the shapes and designs are patented and are covered by U. S. Design and Mechanical Patents.

*Glass Industries, Inc.*

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Scientific Glass Products, Glass Containers and Novelties.





## Needed Foreign Floral Oils Arrive

**T**HE war remains the main motivating influence in the market for various crude materials which go into the manufacture of perfumes, cosmetics and toilet preparations. It will, it is believed, continue to have a decided effect on conditions here with surprise developments cropping out in unexpected places.

One shipment of raw materials, principally of essential oils and natural flower essences, arrived here from the south of France during the past month. It proved to be a surprise to many since no goods had arrived from that quarter in several months. The market is so poorly supplied with flower essences that last month's arrival found a ready outlet without having the slightest influence on prices. Shipments from the French colonies are apparently being held up by the English blockade.

As the scarcity of imported essential oils increases, greater efforts to obtain goods undoubtedly will be put forth by dealers and consumers. Whether such efforts will prove successful remains to be seen.

### Experiments for Substitutes

Acute shortages of many items have caused buyers to seek substitutes and importers to find a new way to obtain material. Many experiments are in progress to reduce some of the practically extinct items.

While the outlook concerning replacements is more clouded than ever, reports from consuming manufacturers are encouraging and there is a general feeling of optimism concerning prospects for the new year. Retail trade showed decided gains over the

final month of last year. With employment increasing and prospects of a further broadening in industrial operations throughout the country, demand for finished articles in which various oils and chemicals are used is expected to improve.

### Bergamot at Record High

A further advance in bergamot oil established the article at the highest level in the history of the industry. The scarcity has become so acute, however, that quotations no longer are a factor. It is entirely a question of locating merchandise. Similar conditions prevail in geranium, rose, meroli, cananga, vetiver and lavender oils.

### Domestic Oils Strong

Domestic oils were all strong. Quotations on both cedarwood and cedar-leaf registered advances. Although major export outlets remained closed, the trend in peppermint oil continued upward. Present prices on peppermint oil are still considered unusually attractive. In 1925, it is recalled, the market advanced to nearly \$30 a pound. With an upward trend in other commodities and much talk of inflation, holders in the country are reserving stocks believing that they eventually will be able to obtain better prices. The government crop report as of December 1 showed that 32,000 acres were planted to peppermint in six states in 1940 as against 29,460 acres in 1939 and a ten-year average of 38,230 acres. Output of oil in 1940 amounted to 965,000 pounds in contrast to 876,000 pounds in 1939 and an average production

of 902,000 pounds over ten years.

A few synthetic aromatic chemicals in the manufacture of which imported essential oils are used, such as linalool, terpineol, and geraniol, have displayed an upward trend; as raw material costs increase, further price adjustments may become necessary. Rhodinol made from Bourbon geranium oil, at the moment practically unobtainable, has nearly tripled in price. Much progress has been made in the development of aromatic chemicals in recent years, however, and the vast majority of chemicals have remained very steady in price.

Considerable activity was noted in drugs and sundries over the past month. Heavy demand for acetone and tartaric acid was accompanied by an upward trend in prices. Prices on tartaric acid for resale were nearly double those quoted by manufacturers to the regular consuming trade. The unusually strong position of tartaric acid is attributed to the lack of sufficient quantities of crude material.

### Vanilla Bean Prices High

Vanilla bean prices are at the highest level in several years and there does not appear to be any indication of an immediate reversal in the trend. The shortage of Bourbon beans has continued to affect the Mexican and Tahiti varieties and prices on the latter have been steadily advancing. Green beans from the new crop are in the hands of curers in Mexico. The weather has been very favorable for curing and it is expected that the coming crop will be ready from four to six weeks ahead of time. Cut Mexican beans should be arriving in this market by this time, and whole beans are likely to be available in April. The supply of Tahiti beans has been reduced. Few quantities remain unsold and prices are virtually nominal.

# B-W LANOLIN U.S.P.

*EVENTUALLY—For better creams, with economy*

B-W Lanolin the superior quality, puts into your cream that which gives the skin that smooth soft velvety feeling.

B-W Lanolin will never cause your cream to darken, is best by test and contains 15¼% free and combined Cholesterol.

No other base used in your cream, equals the merits of B-W Lanolin.

B-W Cetyl Alcohol (Technical) Made in U.S.A.

---

## BOPE-WHITTAM CORPORATION

*Executive Office*  
*Laboratory and Factory*  
LINDEN, N. J.

*America's Original Lanolin Producer*  
ESTABLISHED 1914

*Sales Office*  
*509 Fifth Ave.*  
NEW YORK, N. Y.

# Tombarel

## AN AMERICAN PERFUME LABORATORY

with a background of over 100 years in the production of perfume materials.

Under present circumstances it is particularly fortunate that this laboratory, fully equipped and working parallel to the Tombarel

Laboratories in Grasse, France, can now assume the responsibility for service to our American customers.

Oranger Synthetic 120

Oranger Fleur 105

Neroli C

Neroli Fleur T

We highly recommend these proven synthetic reproductions which can be used with full confidence in their stability and trueness of character. Samples on request.

## TOMBAREL PRODUCTS CORPORATION

*L. J. Zollinger, President*

9 East 19th Street, New York, N. Y.

# PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

## ESSENTIAL OILS

Almond Bit, per lb.	\$3.25@	\$3.50
S. P. A.	3.00@	3.25
Sweet True	.90@	.95
Apricot Kernel	.45@	.52
Amber rectified	.90@	1.25
Angelica root	100.00	Nom'l
Anise, U. S. P.	.85@	1.00
Aspic (spike) Span.	1.60@	2.10
Bay	1.25@	1.35
Bergamot	15.00	Nom'l
Artificial	3.25@	6.00
Birch, sweet	1.55@	2.75
Birchar, crude	.37@	.39
Birchar, rectified	1.00@	1.10
Bois de Rose	2.10@	2.50
Cade, U. S. P.	.42@	.50
Cajeput	.85	Nom'l
Calamus	10.00	Nom'l
Camphor "white"	.30@	.45
Cananga, Java native	2.65@	2.90
rectified	3.15@	3.40
Caraway	5.75@	6.00
Cardamon, Ceylon	16.00@	20.00
Cassia rectified, U. S. P.	1.55@	1.75
Cedar leaf	.85@	1.05
Cedar wood	.26@	.40
Celery	15.50@	18.00
Chamomile (oz.)	7.00@	8.50
Cinnamon	8.00@	16.25
Citronella, Ceylon	.42@	.44
Java	.42@	.44
Cloves, Zanzibar	1.15@	1.25
Copaiba	.55@	.70
Coriander	16.00@	20.00
Imitation	5.50@	6.75
Croton	3.00@	3.75
Cubebs	3.10@	3.50
Cumin	7.85@	8.50
Dillseed	5.50	Nom'l
Erigeron	2.20@	2.75
Eucalyptus	.67@	.81
Fennel, Sweet	2.25@	2.55
Geranium, Rose, Algerian	12.75	Nom'l
Bourbon	12.75	Nom'l
Turkish	3.00@	3.50
Ginger	4.50@	5.75
Guaiac (Wood)	3.50@	3.75
Hemlock	1.00@	1.25
Juniper Berries	9.50	Nom'l
Juniper Wood	.50@	.60
Laurel	5.00	Nom'l
Lavandin	4.50	Nom'l
Lavender, French	7.75	Nom'l
Lemon, Italian	5.00	Nom'l
Calif.	3.25@	
Lemongrass	.85@	1.00
Limes, distilled	5.25@	6.00
express	8.50@	10.00
Linaloe	1.75@	2.00
Lavage	85.00@	95.00
Marjoram	6.00@	17.00
Neroli, Bigrade, P.	335.00@	360.00
Petale, extra	375.00@	400.00
Olibanum	5.25@	5.75
Opopanax	12.00	Nom'l
Orange, bitter	3.25@	3.75
sweet, W. Indian	2.35@	2.80
Italian	8.00	Nom'l
Spanish	4.00@	4.75
Calif. exp.	2.00@	
Orris root, con. (oz.)	12.50	Nom'l
Orris root, abs. (oz.)	85.00	Nom'l
Orris liquid	25.00@	30.00
Pennyroyal Amer.	2.65@	3.00
European	2.55@	2.80
Peppermint, natural	2.85@	2.95
redistilled	3.05@	3.40
Petitgrain	1.45@	2.00

Pimento	3.00@	4.75
Pinus Sylvestris	2.50@	3.00
Pumillonis	3.50@	4.00
Rose, Bulgaria (oz.)	6.00@	22.00
Rosemary, French	2.00	Nom'l
Spanish	.65@	.80
Sage	3.75@	4.10
Sage, Clary	40.00	Nom'l
Sandalwood, East India	5.50@	6.00
Australia	5.80@	6.00
Sassafras, natural	1.15@	1.30
artificial	.65@	.78
Snake root	9.50@	11.00
Spearmint	2.55@	2.85
Thyme, red	1.40@	1.80
white	1.70@	2.10
Valerian	25.00	Nom'l
Vertiver, Bourbon	10.00	Nom'l
Java	5.50@	7.75
Wintergreen	3.70@	8.00
Wormseed	3.25@	3.50
Ylang Ylang, Manila	24.00	Nom'l
Bourbon	10.00	Nom'l

## TERPENELESS OILS

Bay	2.25@	3.00
Bergamot	20.00	Nom'l
Clove	3.00@	4.75
Coriander	45.00@	50.00
Geranium	12.50	Nom'l
Grapefruit	60.00@	65.00
sesquiterpeneless	85.00@	
Lavender	14.50@	18.00
Lemon	17.00@	23.00
Lime, ex.	65.00@	67.00
Orange, sweet	100.00@	120.00
bitter	98.00@	115.00
Petitgrain	2.65@	3.75
Rosemarv	6.00@	6.50
Sage, Clary	90.00@	
Vertiver, Java	35.00	Nom'l
Ylang Ylang	30.00	Nom'l

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	1.50@	2.00
Acetophenone	1.35@	2.00
Alcohol C 8	8.50@	10.00
C 9	22.00@	35.00
C 10	12.00@	16.00
C 11	17.50@	19.00
C 12	7.45@	15.00
Aldehyde C 8	22.50@	28.00
C 9	23.00@	30.00
C 10	29.00@	35.00
C 11	21.25@	23.50
C 12	23.00@	28.00
C 14 (so-called)	10.00@	
C 16 (so-called)	8.25@	12.00
Amyl Acetate	.50@	.75
Amyl Butyrate	.90@	1.10
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	2.00@	3.50
Amyl Formate	1.00@	1.75
Amyl Phenyl Acetate	3.00@	5.55
Amyl Salicylate	.75@	.90
Amyl Valerate	1.65@	2.00
Anethol	1.05@	1.30
Anisic Aldehyde	2.80@	3.20
Benzophenone	.90@	1.30
Benzyl Acetate	.85@	1.25
Benzyl Alcohol	.70@	1.00
Benzyl Benzoate	.85@	1.75
Benzyl Butyrate	4.00@	6.00
Benzyl Cinnamate	5.25@	6.50
Benzyl Formate	3.50@	3.60
Benzyl Iso-eugenol	11.00@	12.50
Benzylidenacetone	2.00@	3.10
Borneol	2.00	Nom'l
Bornyl Acetate	1.75	Nom'l

Bromstyrol	3.75@	4.25
Butyl Acetate	.081/2@	.141/2
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	3.00@	3.85
Cinnamic Aldehyde	1.00@	1.25
Cinnamyl Acetate	7.50@	11.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.00@	2.80
Citronellal	.85@	1.65
Citronellol	1.90@	2.30
Citronellyl Acetate	4.25@	5.50
Coumarin	2.75@	3.00
Cuminic Aldehyde	27.00@	48.00
Diethylphthalate	.24@	.33
Dimethyl Anthranilate	5.75@	8.00
Ethyl Acetate	.25@	.50
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	.85@	1.25
Ethyl Butyrate	.80@	1.25
Ethyl Cinnamate	3.25@	3.80
Ethyl Formate	.75@	1.25
Ethyl Propionate	1.00@	2.10
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	6.00@	6.50
Eucalyptol	.90@	.95
Eugenol	1.80@	2.10
Geraniol, dom.	1.15@	3.50
Geranyl Acetate	1.65@	2.25
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	3.50@	6.00
Heliotropin, dom.	3.40@	3.75
Hydrotopic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.25@	6.00
Indol, C. P. (oz.)	20.00	Nom'l
Iso-borneol	2.00	Nom'l
Iso-butyl Acetate	2.00@	2.65
Iso-butyl Benzoate	1.85@	2.70
Iso-butyl Salicylate	2.75@	5.50
Iso-eugenol	2.65@	4.50
Iso-safrol	2.00@	
Linalool	3.10@	4.75
Linalyl Acetate 90%	3.50@	7.00
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthol, Japan	3.55@	3.75
Chinese	3.35@	3.45
Synthetic	2.50@	3.00
Methyl Acetophenone	1.31@	2.00
Methyl Anthranilate	2.20@	3.25
Methyl Benzoate	.75@	1.75
Methyl Cellulose	.47@	.60
Methyl Cinnamate	2.65@	3.00
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptene Carbonate	35.00	Nom'l
Methyl Iso-eugenol	6.25@	11.50
Methyl Octene Carbonate	26.00@	32.00
Methyl Paracresol	2.25@	5.00
Methyl Phenylacetate	2.00@	3.50
Methyl Salicylate	.35@	.40
Musk Ambrette	3.60@	4.00
Ketone	3.75@	4.10
Xylene	1.10@	1.40
Neralin (ethyl ester)	1.35@	1.80
Nonyl Acetate	.40@	.45
Octyl Acetate	.30@	.35
Paracresol Acetate	2.50@	5.00
Paracresol Methyl Ether	2.50@	3.50
Paracresol Phenyl-acetate	5.00@	8.50
Phenylacetaldehyde 50%	2.30@	4.00
100%	3.85@	7.00
Phenylacetic Acid	2.00@	3.75
Phenylethyl Acetate	2.45@	5.00
Phenylethyl Alcohol	2.30@	3.10

[Continued on p. 82]



## *Twenty* **The 3rd Ingredient**

A myriad of qualities must be possessed by the modern cosmetic product if it is to achieve sales success . . . if it is to be a constant repeat-seller.

**KELTON LIPSTICKS**, for example, are more than smooth. They offer far more than brilliant certified colors. Destined to achieve the goal of sales and more sales, **KELTON LIPSTICKS** are made by a house of established reliability.

Merchandised under private brand labels exclusively, made of only the finest ingredients and available in 100 shades — **KELTON LIPSTICKS** have the usual qualities your customers demand, plus that *extra* degree of quality you get only with the name **KELTON**.

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● HAVE YOU seen the new **KELTON** Castor Oil Free Lipstick? It is literally "the talk of the trade."

## *Certified* **Cosmetic Colors**

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**Lipsticks • Face Powders  
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Also

**Cosmetic Inorganic Pigments  
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*"Our tests make them best"*

Let our modern scientific laboratories assist  
in your color problems.

*Samples cheerfully submitted.*

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Manufacturers of Fine Chemical Pigment Colors  
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Tested Quince Seed • Powdered Neutral Soaps  
Concentrated Shaving Cream Base

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114 East 32nd Street,  
New York City.

Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	3.00@	10.00
Phenylethyl Propionate	5.00@	7.00
Phenyl Formate	12.50@	18.00
Phenyl Valerianate	16.00@	
Phenylpropyl Acet.	7.90@	11.00
Phenylpropyl Alcohol	3.75@	6.30
Phenylpropyl Aldehyde	7.75@	10.25
Rhodinol	25.00@	30.00
Safrol	1.00@	1.10
Santalyl Acetate	20.00@	22.50
Skatol C. P. (oz.)	5.50@	8.00
Styralyl Acetate	5.00@	8.50
Styralyl Alcohol	10.00@	14.00
Terpineol, C. P.	.28 @	.40
Terpinyl Acetate	.80 @	1.20
Thymene	.45@	
Thymol	1.45@	1.70
Vanillin (clove oil)	2.60@	2.75
(guaiacol)	2.50@	2.65
Lignin	2.50@	2.65
Vetivert Acetate	25.00	Nom'l
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

Angostura	2.40@	2.65
Tonka Beans, Surinam	.80@	.85
Vanilla Beans		
Mexican, whole	9.25@	10.00
Mexican, cut	9.00@	9.50
Bourbon, whole	10.50	Nom'l
South American	9.00	Nom'l
Tahiti	6.00@	6.85

Acetone	.071/2@	.08
Almond meal	.25@	.27
Ambergris, ounce	18.00@	22.00
Balsam, Copaiba	.25@	.27
Peru	.73@	.78

Beeswax, bleached, pure,		
U.S.P.	.40@	.42
yellow, refined	.36@	.37
Bismuth sub-nitrate	1.48@	1.50
Borax, crystals, carlot, ton	48.00@	58.00
Boric acid, ton	125.00@	140.00
Calamine	.18@	.20
Calcium, phosphate	.08@	.08½
Phosphate, tri-basic	.09@	.10
Camphor	.85@	.87
Domestic	.62@	.75
Castoreum	14.00@	26.00
Cetyl Alcohol	.95@	1.75
Pure	1.75@	2.15
Chalk, precip.	.03½@	.06½
Cherry laurel water, din.	4.75@	5.25
Citric Acid	.21@	21½
Civet, ounce	19.50@	21.00
Clay, Colloidal	.07@	.15
Cocoa butter lump	.15@	.25
Cyclohexanol (Hexalin)	.30@	.50
Fuller's Earth, ton	15.00@	33.00
Glycerine, C. P. drums	.12½@	.15¼
Gum Arabic, white	.32@	.34
Amber	.14@	.17
Gum Benzoin, Siam	1.75@	2.25
Sumatra	.20@	.24
Gum galbanum	1.25@	1.50
Gum myrrh	.50@	.60
Henna powd.	.42@	.45
Kaolin	.03@	.05
Labdanum	3.25@	5.00
Lanolin, hydrous	.25@	.30
anhydrous	.27@	.30
Magnesium, Carbonate	.09@	.10¾
Stearate	.24@	.27
Musk, ounce	35.50@	40.00
Olibanum, tears	.30@	.35
siftings	.09@	.13
Orange flower water, carboy	5.00@	
Orris root, powd.	.95	Nom'l
Paraffin	.06¼@	.09
Peroxide	1.10@	1.75
Petrolatum, white	.06¼@	.08½
Quince seed	1.50@	2.00

Rich starch	.08@	.09½
Rose leaves, red	3.00@	3.50
Rose water, din.	4.75@	5.00
Rosin, M. per cwt.	2.77@	
Salicylic acid	.35@	.40
Saponin	3.00@	3.25
Silicate, 40", drums, works, 100 pounds	.80@	1.20
Soap, neutral white	.20@	.25
Sodium, Carb.		
53% light, 100 pounds	1.35@	2.35
Hydroside, 76% solid, 100 pounds	2.60@	3.75
Spermaceti	.23@	.25
Stearate znc	.24@	.26
Styrax	1.15@	1.20
Tartaric acid	.46½@	.47½
Tragacanth, No. 1	3.25@	3.50
Triethanolamine	.34½@	.42
Violet flowers	1.80@	2.00
Zinc Oxide, U. S. P. bbls.	.09½@	.15

Castor No. 1, tanks	.091/2@	
Cocanut, Manila Grade, tanks	.03@	
Cocanut Oil, tanks	.063/4@	
Corn, crude, Midwest mill, tanks	.06@	.06 1/8@
Corn Oil, distilled, bbls.	.083/8@	.08 3/4@
Cotton, crude, Southeast, tanks	.05@	
Grease, white	.041/2	Nom'l
Lard	.053/4@	.08 1/2@
Lard oil, common, No. 1 bbls.	.08@	
Palm, kernel, bulk, ship		Nominal
Palm, Niger, drums	.033/4	Nom'l
Peanut, refined, barrels	.073/4	Nom'l
Red Oil, distilled, tanks	.061/4@	
Stearic acid		
Triple pressed	.121/4@	.131/4@
Saponified	.121/2@	.131/2@
Tallow, acidless, barre's	.073/4@	
Tallow, N. Y. C. extra	.041/2@	
Whale oil, refined	.091/4@	

(Continued from p. 32) ican group to organize industries which may supply commodities needed in our commerce. Aromatic plants and the manufacture of essential oil is expected to be one of the earliest undertakings in each country. The group now traveling in South America consists of J. Rafael Oreamuno, former minister from Costa Rica to the United States; George W. Magalhaes, Westinghouse Electric International Co., New York, and Nelson A. Rockefeller.

A recent German survey quoted by the Department of Commerce declares the United States raises huge quantities of flowers that might be transformed into essential oils but which are wasted. Chester C. Davis, former head of the AAA, representative of agriculture on the National Defense Advisory Commission, recently told the American Farm Bureau that there are millions of American farmers who cannot earn a decent living. "The real job is to provide new sources of income for them." All leading officials of the government echo these words. The

The outcome will be watched with much interest.

